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PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXI

NEW YORK, OCTOBER 31, 1912

No. 5

The ultimate consumer, as a class, never dies, never goes on a vacation, always has money, is always prosperous—he and his family are always ready to buy.

Establish your goods in his confidence, then, and your market is assured. Make it easy for him to buy and your distribution costs are minimized.

We consider our job unfinished until your sales organization is right, your distribution methods highly perfected, and your publicity thoroughly effective in creating and holding your market.

N. W. AYER & SON

Philadelphia

New York

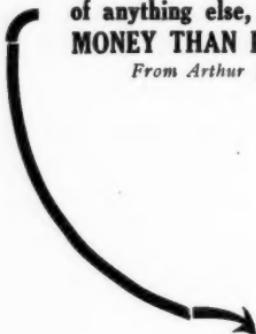
Boston

Chicago

Cleveland

Do not forget that the high cost of living, like the high cost of anything else, means that somebody IS GETTING MORE MONEY THAN HE USED TO GET.

From Arthur Brisbane's Editorial, Evening Journal, Sept. 27, 1912.



Wheat, corn and one or two other crops alone will net the farmer several millions more money this year than last!

The high price of beef to the consumer is keeping step with the high price of beeves to the farmer—look at the market reports!

But the facts are too obvious to need comment.

The point is that Standard Farm Papers will put you in touch with this money.

Standard Farm Papers are intensive interlocking mediums covering big farming America.

Dealing with the problems of a given section or class, they get close to their subscribers. Often they reach one out of every two or three possible subscribers.

The advertiser can use any one or more of them for a quick, hard, concentrative campaign on a given section.

But used as a unit Standard Farm Papers give the biggest national circulation at lowest cost.

Better still, they have the pulling power that goes with local mediums only.

Investigate it.



THE MARK OF QUALITY

Standard Farm Papers

are	Indiana Farmer
Farm	California Country Journal, San Francisco, Cal.
Papers	The Farmer, St. Paul
of	Oklahoma Farm Journal
Known	The Ohio Farmer
Value	The Michigan Farmer
	The Breeders' Gazette
	Hoard's Dairyman
	Wallaces' Farmer
	Kansas Farmer
	Wisconsin Agriculturist

Wallace C. Richardson, Inc.
Eastern Representatives,
41 Park Row, New York City.

Geo. W. Herbert, Inc.,
Western Representatives,
First National Bank Bldg.,
Chicago.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXI

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THE GUARANTEE AS A FACTOR IN ADVERTISING SUCCESS

THE STORY OF THE RISE OF THE RUSSELL-MILLER MILLING COMPANY'S ADVERTISING CAMPAIGN, AND OF THE PUBLIC'S ATTITUDE TOWARD A PRODUCT HAVING AN UNLIMITED GUARANTEE—NATIONAL ADVERTISING REGARDED AS INSURANCE

By Mac Martin

For the manufacturer who feels that there is "not a sufficient margin of profit" to allow him to advertise, or for the one who says, "If we give a full guarantee and let the general public decide whether or not we should refund money, unscrupulous persons will ruin us"—for these two classes the story of Occident Flour may throw a ray of sunshine into the darkness.

The American public never had a more vivid illustration of fierce competition than that furnished by the condition which existed in the milling business about ten years ago. Ten thousand millers were crying each with a loud voice that their product was "the best, the best, the best." And yet each was competing on the same basis with all the others: cutting prices by lowering quality. In this condition the larger mills, being able to buy wheat in the world's market, had preeminently the advantage, while the smaller mills, located in the small towns and forced to grind the high-grade local wheat, found hardly enough profit in the business to make a decent living.

One of these small town milling companies was the Russell-Miller Milling Company, of North Dakota. In the spring of 1902 this company owned one little mill of only 225 barrels' daily capacity, located at Valley City.

For twenty years this concern had been grinding the local wheat and selling flour for local consumption. The local wheat was admitted to be of the very best and the company had the added asset of a head miller who insisted on only the best machinery and had perfected a standard of flour which the people of North Dakota thought was worthy of the same reputation that the wheat, from which it was made, had acquired. The head miller's name was Arthur Miller, and it is in-



A STRIKING DISPLAY OF THE GUARANTEE FEATURE

teresting to note that although he lived on the prairies of the Dakotas he came from a family of millers whose experience ran back to the days in old England when family names were first chosen.

How this company kept its ideals, swam through "the maelstrom of competition," made its

products known to the world and how in just about ten years in one of the oldest established businesses, with 10,000 competitors, it increased its output from that of one mill with 225 barrels' daily capacity to ten mills with 10,000 barrels' daily capacity (or more than enough flour to furnish every single family in the United States

spend a lot of good money for advertising, but as soon as the big boys find these fellows the least bit bothersome they will smother them."

It was therefore with quite a feeling of pity that I made my first call at this newly established office.

The office equipment was more than modest. The executive desks were occupied by H. S. Helm, whose title was, and still is, vice-president and general manager, and C. H. Sanborn, secretary and sales manager.

Did they wish to advertise? Yes, they did.

They had it

a l r e a d y
planned. It would commence on a certain day. On this same day advertisements would blossom in the Minneapolis street cars, on the billboards, in the newspapers and in grocers' windows.

The eventful morning came. Instead of the old phrases—"best on earth" and the like—there appeared the bold declaration, "Occident Flour 'costs more—worth it'."

I do not know whether the feeling of pity in the minds of the grain men was increased or diminished by this declaration; but I do know that the price-cutting party which was scheduled for this town failed to come off.

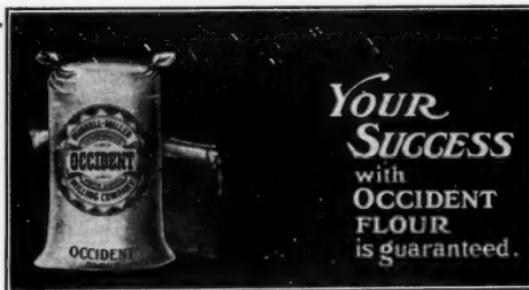
Simple as it was, the fact that quality is more important than price seemed to be a new idea in the milling business.

After one concern had the nerve to start it, of course there were others who then had enough strength of character to fall into line.

There sprang up many imitations of this phrase.

It became the popular thing to claim to make the "highest-priced flour in the world."

But while the competitors and



THE "SHORT AND SWEET" ARGUMENT ON CAR CARD

with one loaf of bread once every week for every week in the year) is the story which I will attempt to tell in the next few paragraphs.

ENTERING THE MINNEAPOLIS MARKET

In the spring of 1905 the Russell-Miller Milling Company opened an office in Minneapolis. It was not an unusual thing in those days for a small town mill, thoroughly convinced of the superiority of its product and with a faith in the discretion of the public, to establish a Minneapolis office and begin to raise its little voice and cry "best, best, best" with the rest of the bunch.

The result was usually the same. It was not long before the impudent little aspirant was swallowed up in the before-mentioned "maelstrom of competition," and all its breath was used up in hard swimming.

Everybody predicted the same thing for these idealistic boys from North Dakota.

I recall a remark which a friend of mine, familiar with the grain and milling business, made at the time: "Oh, they won't last long. They'll make a little noise and

9 Years' Success in Everybody's

J. M. LYON & COMPANY

Diamond Importers and Manufacturers of Jewelry

71 Nassau St., New York, Aug. 15, 1912

MR. ROBERT FROTHINGHAM,
Everybody's Magazine.

DEAR SIR:

In commencing our Tenth advertising campaign in **EVERYBODY'S MAGAZINE**, I feel like expressing our appreciation of its profitable service to J. M. Lyon & Co.

Our business of selling diamonds by mail pre-supposes a confidence in our House on the part of the public. While the "repeat orders" come, of course, from the purchaser's former experience, the first inquiries have to *come on faith*.

For the inspiring of this faith among its readers we have found that **EVERYBODY'S** is a star. You seem to make your readers understand that if they see an advertisement in **EVERYBODY'S** it is worth looking into.

Our record for last year shows that the cost of our advertising in **EVERYBODY'S** was only nine (9) per cent. of the amount of the sales made through **EVERYBODY'S**.

Our records for previous years show that the average per cent. of cost to sales made through your magazine has been about that same figure from year to year. While some other magazines, fine ones, too, have run up to such a per cent. of cost that we had to drop them, **EVERYBODY'S** has stayed right here through the years.

So our experience with your readers is highly satisfactory. We can say of them that they read the ads, and they are good buyers.

Very truly yours,

(Signed) VICTOR H. COHN,
General Manager.

Naturally, we're pleased to receive letters like this. But what pleases us more is that they're by no means unusual.

Everybody's Magazine

Robert Frothingham

W. R. Emery,
Western Mgr.,
Marquette Bldg., Chicago.

Advertising Manager
New York.

December forms close Nov. 5th.

imitators were trying to pull off a few pieces from the "cost more" end of his slogan, Mr. Helm was sitting up nights framing up a better style of *guarantee* which would *prove* the "worth it" end.

WHAT IT MEANS TO GUARANTEE
FLOUR

Have you ever sat up nights and attempted to write a guarantee which will absolutely protect the buyer of your product? "We guarantee these goods as to workmanship and material used." No; that's interesting, but not important. "The reputation of this concern, backed by twenty-five years' experience, is behind these goods

Now just for one moment let us try to write a guarantee for a brand of flour, say a brand like Occident flour.

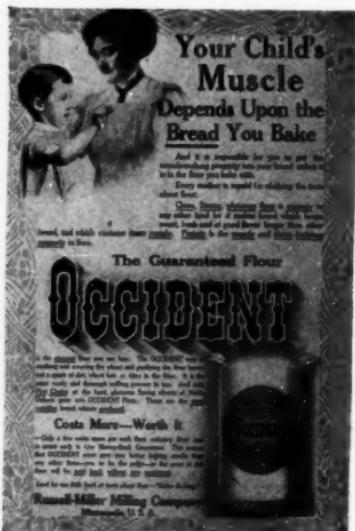
Flour is made from wheat and even the best wheat varies with the seasons. It is sold to different classes of people with different tastes and in different climates.

Flour is not a product of primary consumption. That is, it is one of several ingredients which go to make up what is ultimately consumed, in this case bread, biscuits or pastry. What the consumer is interested in knowing is not the skill of your workmen or the quality of the raw material you use but the quality of bread *she*, or her cook, can make with your product and a half-dozen other people's products mixed together and baked in *her* oven. In the first place you know nothing about her skill as a bread maker, and they say that bread-making takes some skill. In the second place you do not know anything about her oven as a bread baker. And in the third, fourth and several other places, you have absolutely no way of knowing what will be the quality or the proportions used of the baking powder, or yeast, the salt, the butter, the milk or the sugar that must be mixed with your pure product before it becomes the biscuit or bread which she with trembling hands will present to her critical lord-of-creation.

But you can be sure of one thing; that if anything goes wrong with any one of the moves in this combination it will be blamed to your flour and you will not be there to defend yourself.

Was it any wonder then that when the Russell-Miller Milling Company quietly slipped the following guarantee into the mouths of every one of its sacks the trade stood speechless again, saying they might as well do what Joseph did four thousand years before—put the entire purchase price into the mouths of every sack and then throw in a little silver cup for good measure. This is the guarantee:

"Buy a sack of Occident Flour, and make as many bakings as you



EDUCATIONAL MAGAZINE COPY

and if the purchaser can show that through any fault of ours"—now you've got him; you can count on the law of human lapses pulling you through on that all right. *But it isn't a guarantee.* You are perfectly willing to leave any matter of adjustment to an impartial judge. You are perfectly willing to make goods right if there really is a wrong, and the wrong is your fault; but you don't want to have to answer for the faults of others and you naturally do not wish to be taken advantage of.

The Greatest Medium in America for Selling Incubators and Other Poultry Supplies.

Poultry is produced principally on the farm.

Poultry raising on farms is primarily in charge of farm women.

Most of the poultry equipment used on farms is sold through advertising.

The Farmer's Wife is the only practical magazine for reaching farm women.

Consequently The Farmer's Wife is logically the best medium for the advertising of poultry equipment, and the facts bear out the logic.

The Farmer's Wife has a record on the sale of incubators and other poultry supplies that is not equalled by any other farm publication.

It generally brings the most inquiries and makes the most cash sales.

Natural conditions are back of this record. It is a logical result of natural causes.

The farm woman usually has entire charge of the farm poultry yard. She makes the business a success by her attention and enthusiasm. She buys three-fourths of the equipment.

The Farmer's Wife is the only publication that gives the farm woman definite, practical help and advice on the problems that confront her every day in her home, her garden and her social life as well as in her poultry yard.

Her confidence in her favorite magazine extends to its advertising columns.

She buys equipment through these advertisements with perfect confidence.

Incubator manufacturers East and West have proven these facts by their own experience through advertising in The Farmer's Wife. It has made a record in actual results that is rarely if ever equalled by any other publication.

The annual poultry edition for 1913 will be the February number. Forms will close January 18th.

Advertising of incubators and other equipment, to be most effective should begin in the late fall and continue to April, with the largest possible space in the February number.

December forms close November 18th.

Rates and other particulars on request.

THE FARMER'S WIFE

Webb Publishing Company, Publishers.

St. Paul, Minn.

Chicago Office.
George W. Herbert, Inc.
600 First Natl. Bank Bldg.

New York Office.
Wallace C. Richardson, Inc.
41 Park Row.

625,000 Circulation Guaranteed.

wish. If you are not satisfied that it is better than any other flour you ever used, return the unused flour and *get your money back*. Your dealer will refund it without any argument."

The housewife herself is made the sole judge between this and all other flours she has ever used. She can make as many bakings as she chooses. She does not have to mail or express the sack to some far-off point and wait an indefinite time to know whether her claim has been allowed.

She takes the sack—empty if she wishes—to her own grocer and receives her money.

Here is a guarantee that is a guarantee; for I understand that everyone who has ever asked for her money has received it "and no questions asked."

HOW PEOPLE TREAT THE GUARANTEE

Do not certain people take advantage of this? Yes, once in a while. There is one case of a woman who actually had the nerve to bring her grocer four empty sacks. But she got her money.

Sometimes the refund is larger than at others. In these cases a definite cause is usually immediately discovered.

There was a short period last winter when, on account of unavoidable conditions, one of the ingredients which are mixed with flour in cooking fell below grade. During this period the number of refunds ran up to high-water mark.

Another percentage of the returns is found traceable to shipping and delivery damages which are always sure to occur in transporting any food product.

Despite all of these traceable causes, the records of the company show that the number of sacks returned for refund is only one in every 16,000 or *one one hundred and sixtieth of one per cent*.

The above figures might indicate that there is something behind the assertion "worth it."

They also might seem to indicate that if the average American is given the power and made the sole judge where his own interests

are involved he—or in the case she—will not take undue advantage of a manufacturer but will be generous, fair and considerate. If this is so—and these facts certainly prove it—no honest manufacturer need fear to guarantee satisfaction to the American public, with a guarantee that really guarantees.

Still another interesting thing in relation to this unlimited guarantee is the fact that one one hundred and sixtieth of one per cent is *actually less than the loss which usually occurs in the course of an ordinary flour business where no guarantee is made*. It would seem that because the Russell-Miller Milling Company trusts the public, the public trusts it, and instead of the guarantee acting as a door through which the public walks to steal, the guarantee actually acts as a protection.

NATIONAL ADVERTISING AS AN INVESTMENT

This guarantee has been in the mouth of every sack of Occident Flour ever since this company first "broke into" the national markets. All of these years the business had gone forward with leaps and bounds: new mills with white enameled interiors and specially designed machinery were being built; the public was showing its appreciation of the quality of the flour; the company was getting national distribution and preparing itself to become a national advertiser.

The first national advertising appeared in July, 1910.

It may be interesting, now that you have seen how this company swam out of the maelstrom of competition, to know how it went about planning a national campaign.

I suppose some will say, "Oh, that's easy. They just tacked the cost of advertising on to the cost of the flour and raised the price again."

If you think that, you have entirely missed the point of this story. There was a definite reason which had to do with the manufacturing cost of each unit of the product that made it *necessary*

Apply their experience to your own case

Hundreds of advertisers have pulled out millions in profits through years of steady use of The Vickery & Hill List and The American Woman—

The sort of proved efficiency which merits the attention of every mail-order advertiser who wants to know that results are certain before spending money.

Especially should the beginner with small capital use The Vickery & Hill List and The American Woman, thus laying a firm foundation for an economical building up of a business which will show a steady increase through getting started right.

These magazines place the advertiser in direct touch monthly with every member of 2,000,000 families who are known to buy goods by mail, and who have the cash.

Taking advantage of the successful experience of others should find you enjoying a big share of the business from these homes in the small towns and country, the proved mail-order field.

The Vickery & Hill List has a circulation of 1,500,000; The American Woman, 500,000—each magazine pulling returns proportionate to circulation and its cost.

Write for complete information.

The Vickery & Hill Publishing Co.

30 N. Dearborn St.
CHICAGO

AUGUSTA
MAINE

Flat Iron Building
NEW YORK

sary for quality sake to charge a higher price for Occident Flour in the first place.

The company knew, as every right-thinking business man does know, if he only has the nerve to admit it, that successful advertising does two things:

First, it increases the asset of "good will" in a business.

Second, it ultimately decreases the proportionate selling cost.

As neither the increase in good will nor the decrease in proportionate selling cost comes in a minute or a month, the advertising expense was neither immediately listed as an asset nor charged to selling expense.

The first appropriation was for \$600,000, one-third of this to be spent annually for three consecutive years.

"Our expenditure for advertising," H. S. Helm, the general manager, told me the other day, "was undertaken with no thought or expectation of an early harvest on the seed sown. It was conceded at the start that material returns should not be conservatively looked for *short of three years' continuous advertising*."

"The undertaking was looked upon and treated as an *investment in good will and insurance on business already established*. It was perfectly plain that the current business, or that of the very near future, could not stand an increase in per barrel selling cost to absorb the advertising expense. We therefore made our appropriation covering a period of three years and prepared to charge the advertising out as *expended from past earnings and surplus until such time as it could be charged to the current selling cost without increasing the per barrel selling cost*."

Six hundred thousand dollars, on an intangible and new venture, taken right out of past profits, or surplus, requires some nerve, as every advertising man knows; but the results have already proven the soundness of the theory; for I am told that the proportionate selling cost has so far decreased that *instead of waiting until the three years were out*,

after the end of the second year the advertising expense was charged in as part of the current selling expense. And still the investment in "good will," because it is real good will, goes on drawing compound interest.

Since the national advertising commenced, the consumption of Occident flour has increased over five times as fast as the actual selling cost.

I might go on and tell you of hundreds of other interesting things about this "firm policy"—it runs through every part of the system. I might tell you how the thousands of Occident dealers are kept constantly informed of the advertising plans, of the two beautiful business-like portfolios of advertisements which are sent by their advertising manager, H. M. Barnes, twice a year to every customer and prospective customer on his list, of the hundreds of letters he receives from grocers offering to put up window-trims and in other ways to co-operate.

I cannot close, however, without pointing out what will ultimately be the result of decreasing the proportionate selling cost. Whenever you decrease any cost, not only do you have an advantage over your competitor, but you can give the customer a lower price without cutting quality. When your advertising reaches this stage you have arrived at a pleasant island out in the clear stream where no one can molest you and where nothing can harm you except an attempt to discontinue your advertising or to cheapen the quality of your products; which, I have a notion, would be about the last things on earth you would dream of doing.

NOT AS IT USED TO BE

"When I started in life, young man," said the retired Oil Well Contractor, "I worked twelve hours a day."

"Yes," replied the son, "but in these rapid times anyone who took twelve hours to do a day's work would get fired."—*Kellogg's Square Dealer*.

J. F. Antisdel and C. D. Bertolet have been appointed foreign representatives of the *St. Louis Star*.

POST CARD CANVASS TO FIND WHETHER MAN OR WOMAN BUYS

A HUNT FOR REAL INFORMATION ON MOOTED QUESTION—ANALYSIS OF THIS "VOTE" SEEMS TO DEMONSTRATE THAT MEN'S DECISION PREVAILS IN BUYING THE CHEAPER CAR AND WOMEN'S IN SELECTING THE HIGHER-PRICED CAR—MANY BUYERS OF CARS AND READERS OF ADVERTISING EXPRESS THEMSELVES AS BEING WEARY OF "BUNK" AND OF THE "SLOP-OVER" IN MUCH OF THE COPY

By Howard V. O'Brien.

Automobile advertising, generally speaking, is like birdshot. It is aimed nowhere in particular, and although it reaches a great many people, it doesn't affect the individuals as much as it should. It *wings* numerous birds, but *brings down* few.

I have talked with a good many automobile and accessory men, in an effort to find out the analysis that lay behind their advertising. Practically without exception I discovered that they were spending their good money broadcast, largely on assumption. One man, a tiremaker, swore, both figuratively, and then, when I disagreed with him, literally, that the average woman specified what tires went on her car. He was using full pages directed toward women, firm in that belief.

Another man equally as positive that he knew what he was doing turned out to have an unusually strong-minded wife, and he was arguing from the specific to the general—always dangerous, but particularly so when dealing with women.

"I know women buy electrics," said a third, candidly, "and I have an idea that they buy gas cars, too. But I'm hanged if I know what they know about accessories!"

The result of these conversations was a resolve to go to bedrock and see what lay there. Whatever may be the value of this investigation, it may be taken as fact and not surmise.

The first thing to secure was a list of names. I wished particularly to avoid any provincialism, so I picked out at random some 250 names, located in a dozen different cities from Los Angeles to New York. These names were secured from blue-books, club lists, social registers, etc., and they were equally divided between men and women.

Then a letter was sent to each of these names. This letter, sent on personal stationery, and written in the first person, simply asked that the postal enclosed be filled out and returned. In order to make the recipient more ready to do so, it was stated that no signature was needed or asked.

As a matter of fact, however, they were self-signing. On the face of each card a large number was stamped in red, like the numbers sometimes used by post-office inspectors, and this enabled us to tell where each card came from.

The following questions were printed on the card:

Are you a car owner?

What make?

What were the principal influences that made you decide in favor of that car?

What portion of your family—masculine or feminine—had most to do with the selection of the car?

Does technical automobile advertising interest you?

In buying a car, does the engineering side of it interest you—steels, batteries, gears, power, etc.?

Are you more interested in lines, upholstery, roominess, etc.?

What suggestions could you make for the improvement of automobile advertising?

Does the publication in which an automobile advertisement appears have any effect upon your attitude toward that ad?

Do you like the "reminder" style of advertising, like the Packard, etc., or the "catalogue," like the Overland, etc.?

The replies were not numerous, but were so widespread as to fully satisfy us. Of the 250 names sent out, 54 were returned, with 13 cities represented. Twenty-three of the cards were from men, and 31 from women. Thus both sides of the question were represented.

Of the 54, only four were not car owners. And of the remainder, 80 per cent had more than one car. All the 50 answered the questions very fully, with the

single exception of one man who scrawled over the card "Life is too short to answer your fool questions," . . . and then belied his belief by taking the trouble to tell me so!

In reply to the query as to what make of car, I was surprised to discover that the largest percentage was among Packards, Pierces, Loziers, Peerless, etc.—the expensive makes.

As to the reasons for deciding in favor of a car, the largest number replied that it was "general reputation," "opinion of friends," etc. In the case of cheaper cars, when they were specified, they had been purchased because their low price made it possible to change yearly. There was practically no interest displayed in the mechanical features of a car. The quality of the chassis seemed to have little weight beside the other factors. Practically all the answers showed that the car had been bought for what common consent said it would *do*, rather than for what its manufacturer said it *was*.

One amusing reply was made by a man who, after naming as his car a well-known Cleveland product, explained his purchase of it as being due to the fact that he "didn't know any better." I imagine he could write a good testimonial—for competing firms!

FEMININE INFLUENCE THE STRONGER

The question as to what portion of the family exercised the preponderating influence in car buying brought out some interesting facts. The vote stood—masculine 23, feminine 27. It was interesting that the cheaper the car, the more the man held the balance of power, while, in the case of the costly cars, it was almost invariably the woman who had made the choice. And it will interest the fair sex to learn that the individual who "didn't know any better" was a man!

As to technical automobile advertising, the vote stood: Interested, 19; not interested, 29. No line of sex can be drawn in this matter, for just as many women were interested in technical advertising as men were not. But gen-

erally speaking, it may be stated that the more a man pays for a car, the less interested he is in its mechanical features.

The question concerning accessories brought very interesting answers. Thirty-one knew nothing at all when they bought their machines, and twelve thought they knew a little. Practically all accepted the advice of agency or manufacturer, or listened to their friends. None went into the matter for themselves. And there is nothing to substantiate the claim of one tire advertiser that young women are in the habit of begging their daddies to put Slip & Skidems' Wobbly Tread on the electric Dobbin. Quite the contrary.

In reply to the query as to whether car ownership had taught anything concerning accessories, most declared that they knew no more than before. A few said they knew a little more. And still fewer—practically none—declared that they knew a great deal. These last were all men.

Nineteen professed an interest in the engineering side of a machine, but thirty-one were not interested. As far as could be determined, technical interest was in inverse ratio to the cost of the car.

The next question, though practically the reverse of the one before, brought out a considerable number of people who were on the fence. One man said, "We have a —— because I could put a glass of water on the radiator without spilling it, and my wife liked the upholstery."

A DEMAND FOR FACTS AND FOR LESS "BUNK"

As to suggestions for advertising improvement, many suggested that advertisers "cut out high-falutin claims"—"eliminate slop-over." The answers ran pretty uniformly like this—state details—make a real service guarantee—furnish all accessories—make a blanket price for everything—cut out extravagant claims—give prices in detail—more honesty—less bunk—more real information, etc. These suggestions, obviously, are for the improvement of advertising generally.

Twenty-three people felt that their attitude toward an advertisement was not affected by the publication, while 13 did. It seems reasonable to suppose, however, that these people either did not understand the question, or that they had not clearly analyzed their feelings; for there can be no real question that an advertisement, like everything else, is more or less judged by the company it keeps.

The vote on the last question was evenly divided, which would seem to demonstrate that what is one man's meat, etc. It is probable, however, that here again there was not much analysis of the question. Those who answered did not state their opinion of the different styles of ads as making them buy, but abstractly, as advertisements. It is the same phenomenon that so frequently causes violent criticism of an ad by the very people whom that advertisement has induced to buy!

The conclusions to be drawn are numerous. In the first place, it is proved that women are tremendous, and somewhat overlooked, factors in the purchase of automobiles. Second, that there is a large field for educational advertising of accessories, outside of the trade press, and particularly among women. And, finally, that there can be no disputing the handwriting on the wall, that the public is weary of "high-falutin bunk." *He and She both want more facts and more pictures.*

UNIVERSITY AD CLUB FORMED

A University of Washington Ad Club has been formed and has been invited to take part in a series of study meetings that are to be given by the Seattle Ad Club, which is affiliated with the Associated Advertising Clubs of America. Twelve talks have been scheduled for the winter, to be given by Eastern and local advertisers and ad writers.

Carl H. Brockhagen, president of the Seattle Ad Club, and business manager of the *Post-Intelligencer*, has suggested to the university boys to unite their club with the Associated Clubs and to participate in the local study meetings without charge. This offer will probably be accepted. Orvis C. Gladden, business manager of the University of Washington daily, is president of the student club.

FLANDERS TO HEAD U. S. MOTOR CO.

Walter E. Flanders, head of the Flanders Motor Co., of Detroit, will, according to substantial advices, become president of the United States Motor Co., which has been reorganized following its recent passage into the hands of the receivership. It is reported on good authority that the affairs of the big corporation will be shortly set in order, and that Mr. Flanders' organization in Detroit will become an integral part of the United States Motor Co. from now on. This report implies that Detroit will be the manufacturing base of the reorganized concern, and that its advertising matters will be largely intrusted to E. Le Roy Pelletier, well known as advertising manager for the Flanders Mfg. Co.

It is reported that Paul Smith, now sales manager of the Flanders Company, will be general manager.

That the United States Motor Company is to be put on its feet again is most welcome news to those who desire to see continued prosperity in the automobile industry, and the selection of Mr. Flanders as its president brings, according to *Automobile Topics*, decided cause for assurance. Continuing, this journal states:

Flanders, according to trade opinion, brings to the organization just the elements it stands most in need of. Surrounded, as he admittedly is, by a personal organization of the most aggressive and forceful type, and known for his broad policies and open championship of dealers' rights, his equipment is thought to be ideal. Accustomed to doing big things on a big scale, it affords him the opportunity to bring his tremendous energy and talents effectively into operation.

The receivers submitted a report Monday in the United States Circuit Court declaring that the liabilities of the company are \$11,817,856 and the assets are \$12,728,165. The excess of the assets over the liabilities is \$910,309. It was stated that the local companies have upwards of 600 dealers, whose good will ought to be protected. Judge Hough ordered the receivers to draft a decree of sale.

Consumer demand is the greatest dealer influence. We believed this a year ago, we believe it more emphatically now. The manufacturer of an advertised product who thinks that he can reach the merchant without first getting to the consumer is pursuing a mistaken policy.

Time was when it could be done, but the increase in the number of manufacturers advertising competing lines makes it hazardous for the merchant to "stock up" merely on the promise that "we are going to advertise."

Many merchants find the "advertised brand" costly because the advertising done is not as a rule sufficiently forceful to move the goods in such quantities as to make it profitable to the dealer to handle them. On the other hand most merchants agree that the character of the advertised product is good, that usually their customers are more than satisfied with the superior quality of the "advertised brand."

Some few merchants are willing to co-operate with the manufacturer in advertising his brand locally, but in the majority of cases they are not.

The advertiser who today seeks the widest publicity for his product at the lowest possible cost is the man who will find his advertised brand "pleasing to handle" for the reason that it will create sufficient *consumer demand*, so necessary in the profitable distribution of the brand by the merchant to whom it is sold.

The American Sunday Magazine distributed twice-a-month into 2,000,000 homes is the leader of four Sunday Magazines which are powerful national forces in creating consumer demand. Wherever these Sunday Magazines are distributed they concentrate to a sufficient degree to create profitable consumer demand at a very reasonable cost. National in scope, they localize sufficiently to give the dealer "co-operation" necessary to move the goods.

Forms for December 15th close on November 10th.

Forms for January 5th close on November 25th.

American Sunday Magazine

New York Office
220 Fifth Avenue

Chicago Office
908 Hearst Building

A Farm Paper That Can Sell Tractors Can Sell Anything Else

One of the biggest and best known manufacturers of tractors writes us:

"Farm and Home has been included in our list of advertising mediums for several years past. The returns from same have been uniformly satisfactory, and the inquiries of a high grade character. Needless to say, we are entirely satisfied with the results obtained from Farm and Home, and expect to continue same on our list."

We print this letter (advertiser's name given on request) to show the buying power of the 500,000 prosperous farmers who make up the subscription list of

FARM AND HOME

The Leading National Semi-Monthly Farm Paper

The big, successful tractor manufacturers, as well as the other leading agricultural advertisers, and general advertisers, too, have proved the *advertising and selling value* of FARM AND HOME.

Tractors cost money. They can be used *only* by big, buying farmers — business farmers — who realize large profits from their farms as a result of the modern business methods they apply to farming. If FARM AND HOME proves effective for the advertising of tractors, then certainly FARM AND HOME with its

500,000 Circulation

will prove effective for the advertising of practically every article. FARM AND HOME subscribers *make and spend* money for "advertised goods," purchasing from local dealers as well as direct by mail. FARM AND HOME readers have absolute confidence in FARM AND HOME advertisers because we guarantee our advertisers' reliability and take no medical, financial or objectionable advertising of any kind. There is *purchasing power* in this circulation.

Address Our Nearest Office for Sample Copies and Advertising Rates

THE PHELPS PUBLISHING CO.

1209 Peoples Gas Bldg.
Chicago, Ill.

601 Oneida Bldg.
Minneapolis, Minn.

Aberdeen
South Dakota

315 Fourth Ave.
New York

1-57 Worthington St.
Springfield, Mass.

SELLING YOUR GOODS BY FOUNDING AN INDUSTRY

THE PECULIAR DEVELOPMENT OF A CONCERN MARKETING SQUABS—HOW A ONE-INCH AD ACTS AS THE OPENING WEDGE FOR A FOLLOW-UP THAT AIDS TO HAVE YOU GO INTO SQUAB-RAISING—NEW GROUND BROKEN IN THE CAMPAIGN

By Paul T. Cherington.

[EDITORIAL NOTE:—For most products, the market is ready at hand, awaiting development. The outlet is obvious for such products as grocery specialties and clothing.

But occasionally the advent of the Big Idea finds no apparent consumption lying in wait. The frame must be built to contain the picture. Or to change the metaphor, the stage must be set before the play goes on.

It is such a case as this that the present article treats. Somewhat similar to this method is the effort of one manufacturer of sectional book-cases to create a demand by offering a ready-made set of books that will make the need of a book-case felt.

The observant advertiser, with the ability to adapt good ideas, may easily extract valuable suggestions from a careful reading of the following unusual story.]

Squab raising as a serious industry in the United States is about twelve years old.

"Squab" is a word of Swedish origin, signifying "fat," and has come to be the accepted name for fat young pigeons about four weeks old, which have grown extremely popular within recent years as a food-product substitute for the rapidly disappearing game birds of the country.

Prior to 1900 pigeon raising in the United States was little better than boy's play. Fancy or toy breeds like fantails, pouters or tumblers were grown by boys as an amusement as was the ordinary garden variety of pigeon. Homers were bred both by boys and men and were used for racing. But it was the pigeon's fat young children which raised him

from the level of a sporting toy to the dignity of being a real article of commerce.

You see, one pair of pigeons will raise from seven to nine pairs of squabs a year, and fat young squabs four weeks old will sell for as much as six dollars a dozen. And, furthermore, the market is under-supplied. Dealers in New York sell from 2,000 to 5,000 squabs a day and clamor for more. As a matter of fact, nearly every dealer in New York, handling squabs, could sell more than he can get. But that is not our story. What we are interested in is the fact that this whole industry has grown out of a skilful use of one-inch advertising space.

In 1900, Elmer C. Rice, a newspaper man in Boston, decided to get into some business which would take him out of doors and which would give him some reasonable ground to hope for some ultimate independence. For six months he was interested in Belgian hares, which were about that time occupying the attention of amateur farmers and suburbanites everywhere. Becoming convinced that the Belgian hare was

How I Bred \$50 to \$1600 in 2 Years

I want to tell you how one man took \$50 worth of my kind of poultry and in two years multiplied them to sixteen hundred dollars in value. He was a novice and started in a box stall. A true and convincing story told by the man himself, a farmer. You can do the same, or start smaller and grow. More experiences of the same kind, illustrated. Ask me for the book. It is FREE. RICE, 301 Howard Street, MELROSE, MASS.

THE AD THAT HAS LITERALLY CREATED A NEW MARKET

only a temporary fad, Mr. Rice concluded to devote his attention to developing the squab-raising business. He reached his decision after an examination of the possibilities of the business, both from a production standpoint and from the standpoint of the market for these birds. He found, in the first place, that squab-raising was a comparatively easy task, well

adapted to introduction into nearly every part of the United States and, in the second place, that the demand for squabs was almost unlimited, and capable of very great natural growth as well as much artificial expansion.

Mr. Rice decided that his place in this potential industry was to be that of provider of breeding stock and supplies. Accordingly, he imported some Belgian pigeon stock which he believed to be particularly well adapted to American conditions—large Homers, which could be counted on to produce squabs weighing from eight to twelve pounds to the dozen at four weeks of age, and large red Carn-eaux which could be counted on to produce squabs weighing from eleven to fourteen pounds per dozen at the end of four weeks. These birds once introduced thrrove satisfactorily, and Mr. Rice was then ready to begin the work of developing the American squab business.

The Plymouth Rock Squab Company was the corporation formed to carry on the work. Its problem was not so much the selling of squab breeders' supplies as the development or marketing of the squab business. It would be a simple matter to get squab breeders to patronize the only supply house in the country—if there were any squab breeders. So the first thing to do was to create a market for squab breeders' supplies by making squab breeders out of suburbanites or anybody else who had a chance to succeed in this new industry.

HOW THE SMALL AD STARTS THE PROCESS

The advertising plan, which has been followed from the start is in three steps. A small advertisement starts the process. A suburbanite, with an unused back yard, reads the one-inch card in his Sunday paper, and learns that somebody is selling for six dollars a dozen squabs raised in a back yard like his, and that he can get a book telling all about it—free. The free book shows him how it is if you follow the instructions to be found in a 400-page book which

is worth paying a dollar for. And the dollar book makes him want to try squab raising. There are some valuable suggestions in the details of each of these steps as they have been worked out.

A one-inch card was the beginning of the whole squab business. This was inserted in the *Saturday Evening Post*, in the *Farm Journal* and one or two of the Sunday supplements of metropolitan papers. This small card contained two of the three essentials of practically all the advertising which the company has done since that time. First of all, it offered free of charge a book on the squab business; second, it made one or two rather startling statements about the profits to be secured in the business, calculated to arouse the interest of any man who was in a position to undertake an easy business as a side-line. The third feature of all the more recent advertising of the concern was obviously not included—that feature being a summary of the actual experiences of some raisers of squabs. The burden of the entire appeal, however, was: *Here is a new business in which anybody who is careful can succeed. We will send you a free book about it if you will ask us for it.*

Various forms and sizes of copy have been tried, from time to time, but this type always brings in the most business. This small card with these three appeals never loses its power.

Very early in his advertising experience Mr. Rice learned that the pulling power of the small card could be very much enhanced or almost destroyed by the placing of the card on the publication's page. In the case of one or two publications which intrinsically had everything to recommend them, experience soon showed that the card was made almost without value because it was used as a filler and was not properly grouped with other small or kindred advertising. Publications which were really less valuable, on the other hand, have proved to be splendid pullers, because the publishers took pains to properly group the squab card with poultry adver-

tising or with other advertising of the same character. And so Mr. Rice sends with his copy his famous little set of instructions about how a small advertisement should be treated. These have earned for him a reputation as a "crank"—but they have earned other things which compensate him. The closing paragraph of Mr. Rice's instructions to his publishers is as follows:

I have preached this gospel for twelve years and paid to find out its truth. For example, a small advertisement used as a filler at the bottom or middle or even top of a column holding a one hundred-line corset or breakfast-food or what-not advertisement brings about one-third the number of letters as the same advertisement grouped in the same periodical with others of the same size. Positions at top of column or next reading are comparatively of no extra value whatever—the big thing to do is to classify and group.

The whole immediate purpose of these small cards is to get the advertiser to write to the Plymouth Rock Squab Company for a free book about squab raising. This free book has grown up through several revisions into a work of art as an interest getter. It is attractive in appearance and comes at once to the point, stopping for nothing and touching on nothing except pigeon raising. The outside cover shows two pigeons, one-half life-size, and bears in large letters the legend, "How to Make Money with Squabs." The first six pages contain illustrated stories of just exactly how squab raisers in various parts of the country started and how they are getting on. These stories, written by the squab raisers, are well selected and each has the ring of genuineness. Then comes a series of crisp essays on various phases of squab business, and these are illustrated by pictures, each of which shows one of the attractive features of the business. For example, one series of five pictures in a row shows two squabs in their progress from first hatching to the end of their fourth week, when they are ready for market—driving home the point that, with scarcely any outlay, a product is thus produced in four weeks which can be sold in the market at a fancy price. An-

other story, properly illustrated, bears the title "How I Sell Squabs for Six Dollars a Dozen," and gives an experience record of one man's solution of the problem of marketing squabs. Other points which are brought out in succession, are the ease with which the business can be started, the small capital necessary, etc.

BOOKLET A LURE TO TEXT-BOOK

On page fifteen of the free booklet, comes the first direct mention of the National Standard Squab Book, price one dollar. It is explained that this book goes into detail about all the points which have been mentioned in the small, free book, and then there follows a series of pages full of excerpts from letters in praise of the book, which is commonly referred to as the manual. The last few pages of the book are given over to a discussion of some of the steps necessary in the squab business, and mention is also made of the *National Squab Magazine* and the National Squab Breeders' Association. On the inside back cover is a series of coupons, making it easy to send for the Manual at one dollar or the *National Squab Magazine* at one dollar, or the combination of the two at one dollar and a half.

This squab manual, selling at one dollar, represents the last stage in the advertising campaign. This book is a 400-page volume which is gotten up with quite as much skill as is displayed in the free book. There are twelve chapters in the manual proper, chapter I being entitled "Squabs Pay" and chapter II, "An Easy Start." Chapters III to XII, go into great detail concerning the housing, raising, killing and marketing of squabs. And then there follows a series of appendices and supplements full of meaty letters from squab raisers, either telling stories of success or giving hints as to the useful methods or facilities to be employed in the business. The whole book is profusely illustrated in such a way as not merely to arouse interest but to make one feel that the book is a thorough and practical hand-book for any-

one who would like to engage in a simple and profitable business. As a matter of fact, a careful reading of the book leaves the prospect with the feeling that he has a plain and simple guide in making ready a pigeon house and in mailing his order for pigeons and supplies. This system of coaxing the reader of a one-inch ad into a plunge into a new business fairly bristles with clever ideas.

When the business was first started records of the cost of securing an inquiry showed that the small one-inch cards could be counted on to bring in inquiries at a cost of about five cents apiece. In recent years this cost has risen considerably until now it runs from fifteen cents in the winter time, when inquiries come in readily, to perhaps as high as twenty cents in the summer when the prospective squab raiser, presumably, has less time for reading and inquiry-writing. For a time, the Manual in smaller form than that in which it is issued now was published at the rate of fifty cents, and at that time, a record covering a series of months showed that one in four of these inquirers could be counted on to buy the book. Since the price has been raised to a dollar this percentage has dropped somewhat, but even yet the profits of the sales of the books may be counted on, under ordinary circumstances, to help out effectively on the cost of securing the inquiry and delivering first the free book and then the Manual. That leaves the business in pigeons and supplies almost freed from the expense involved in securing customers.

The purchasers of pigeons for breeding purposes are necessarily not very rapid repeaters. Initial sales will average about forty dollars each. There are a few repeat orders constantly coming in, and there is a very substantial business in supplies and pigeon food. But with the presence of an increasing number of competitors, the squab raiser's supply business would not be particularly alluring if the expense of stimulating business did not so nearly take care of itself.

Up to the present time it has never been found necessary to work out any system of follow-up letters to go beyond the work accomplished by the Manual. The nearest approach to this is the attempt to stimulate interest in the *National Squab Magazine*. This magazine is published by Mr. Rice and it has been a valuable indirect aid in the building up of the business, not only of himself but of all in the industry.

To sum up the results secured by this system of advertising, we find that the business of the company has grown from absolutely nothing until now it requires a plant capable of shipping over 100,000 birds a year. A total of more than 1,000,000 birds have actually been shipped. These birds have gone to every single county in the United States, to every province in Canada, and shipments have been made to Cuba, Porto Rico and Canal Zone, South America and Alaska, and one shipment is recorded of birds sent to Ceylon.

Squab raising as an American industry might have started in any one of a dozen ways. There is a demand for its product and it is an easy business to enter. But, as a matter of fact, it was established in order to furnish a market for a squab breeders' supply house. The growth in the business has been due, of course, in part to the fact that the demand for squabs has increased steadily year after year, but it is a singular fact that this advertising, which has been directed at squab growing, has also had a demonstrable effect on the amount of squab consumption and on the demand for squabs which has grown out of it. The indications are, that, while the business has grown so phenomenally, and while there has developed a very substantial body of competition in the pigeon and supply business, the squab industry of the United States is not yet more than fairly launched. And this new industry, no matter how important it may become, may always be regarded as the child of one-inch advertising space.

Heads Their List

In Total Sales

In Amount Per Sale

In Percentage of Sales to Inquiries

Orange Judd Company.

Springfield, Ohio, April 26, 1912.

Gentlemen:

We beg to inform you that AMERICAN AGRICULTURIST heads our advertising list from a financial standpoint, not only in total sales but in amount per sale; and also the percentage of sales to inquiries resulting from the advertisement in AMERICAN AGRICULTURIST was greater than in any other paper we advertised in.

Consequently, we have placed AMERICAN AGRICULTURIST at the head of the list and will not forget it next year.

SUPERIOR MFG. & MILL COMPANY.

(Signed) E. M. McLean,
Sales Manager.

The returns this advertiser received show why that leading farm weekly of the Middle States



is being used by the most successful and best known advertisers.

It has won its place in the very front rank of profitable advertising mediums, by the actual, tangible results it has brought advertisers. Many advertisers, selling through dealers, have traced sales made by increased demand from their country dealers, through their advertising in *American Agriculturist*, with its

125,000 Circulation Guaranteed

Its subscribers are the most enterprising and wealthiest farmers. They are keenly alive to their own business and social interests, eager to expand their markets, reduce cost of production, eliminate waste, and to live and dress better, so they are buying, not only agricultural needs, but more luxuries than city people can afford nowadays. There is *purchasing power* in this circulation.

. . . Address Nearest Office for Sample Copies and Advertising Rates . .

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

^{1209 Peoples Gas Bldg.} Chicago, Ill.	^{601 Oneida Bldg.} Minneapolis, Minn.	^{326 Candler Bldg.} Atlanta, Ga.	^{1-57 W. Worthington St.} Springfield, Mass.
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Western Office:

Southern Office:

Eastern Office:

MAKING A BUSINESS OF IT

EVERY real farmer wants to make a business of farming. Not every farmer knows how, but there are many who wish to learn.

This is the day of the ledger and the filing system, of soil analysis and scientific testing, a day when the farmer is studying methods of efficient organization, intensive cultivation, careful price grading and broadly planned marketing. The Agricultural Colleges and Experimental Stations are adding tens of thousands every year to the number of young men equipped and eager to be *business farmers*.

It is to men of this type that **THE COUNTRY GENTLEMAN** is addressed. Not only to those who manage thousands of acres and derive large incomes, and to the man who gets a

living from a few acres, but also, incidentally, to the city dweller with a little place in the suburbs—to any owner or tenant who wants to keep his strip of the earth working on a business basis. These are the men who buy the most up-to-date implements, gasoline engines, building materials, the best stock, seed and fertilizer—the men who will have steadily increasing needs and resources as their farms, well managed, grow greater.

To the manufacturer **THE COUNTRY GENTLEMAN** advertising columns have two things to offer:

1. Opportunity for present returns of high character and at moderate cost.
2. Early introduction to a constantly growing group whose buying power is very rapidly increasing.

THE CURTIS PUBLISHING COMPANY

THE LADIES' HOME JOURNAL, circulation 1,750,000
THE SATURDAY EVENING POST, circulation 1,900,000
THE COUNTRY GENTLEMAN, *present* circulation 113,000

The Largest Growth!

Los Angeles has grown wonderfully fast, but the LOS ANGELES EXAMINER has grown faster.

There is always a reason:

The Los Angeles Examiner

is the best newspaper and the greatest advertising medium in its territory.

M. D. HUNTON
220 Fifth Avenue, New York

W. H. WILSON
909 Hearst Building, Chicago, Ill.

REPULSING THE GOOD WILL PIRATE

HIS EVIL WORK WILL MEET A DECIDED CHECK WHEN TRADE-MARKS ARE SIMPLER IN DESIGN — SOME EXPERIENCES OF JELL-O MAKERS IN STANDING OFF THE IMITATORS

By *W. E. Humelbaugh*,
Adv. Mgr. Genesee Pure Food Co.
(Grain-O and Jell-O), Le Roy, N. Y.

Every advertising man, every owner of a trade-mark in use and every prospective trade-mark owner, is interested in the subjects treated in a refreshingly original and practical way by Edward S. Rogers, in his article, "What Sort of a Person is the Consumer?" published in PRINTERS' INK of September 26th. The article must have been especially illuminating to those advertising manufacturers (and there are a good many of them) who imagine that in the year or more in which they may have been at it their advertising has not only made household words of the names of their products and their "houses," but has "boomed the town."

One gets, from reading it, more than an impression that though the definition of the term, trade-mark, is simple enough, the real significance and value of the trade-mark itself is not well understood.

Among beginners generally there prevails a queer idea that a trade-mark is a sort of talisman, which not only averts disaster but insures success. The trade-marks which they have most observed may have operated that way.

The ramifications of this idea are wonderful, reaching into unexpected quarters. The raw story-writer, seeing the word "obsession" sprinkled through Edith Wharton's stories, concludes that its use must be largely responsible for the author's success, and some callow advertising men, viewing with awe Elbert Hubbard's long hair, instead of his long head, hold it accountable for his prosperity. A good many interested persons have similar notions about trade-marks.

Let a new painter who can "do lettering" come into the village,

and in the course of time every sign in town will bear his mark, if not his trade-mark, in the form of an unvarying freakishness of style, while the merchant's signs, which are their trade-marks, will have lost the individuality that is one of the essentials of any trade-mark.

It is not particularly surprising that the merchant should give scant consideration to the significance of his sign. Everybody knows where his store is, and the fact that his sign is in the mode is to him rather a source of comfort than otherwise. If the stranger cannot distinguish Smith from Schnitzky he can ask questions.

But why should any manufacturer who expects a trade-mark to perform valuable service for him give no more consideration to its choice than the village store-keeper gives to his sign? The customers he is after are all strangers, and there are competitors whose beckoning signs can be understood.

Mr. Rogers says a trade-mark should be simple, and in telling why it should be so he illustrates the operation of the other kind.

Undoubtedly instruction of this kind is needed, for the tendency is usually away from the simple and toward the complex. The word complex is particularly suitable here, for one of its definitions is "to entwine around." A great many trade-marks are built on that plan—entwined around, twisted, contorted and confusing.

If any proof were needed that most manufacturers have only vague ideas concerning the real object of the trade-mark it would be furnished by an inspection of the list of trade-marks "passed for publication" by the patent office authorities.

It is evident enough that the applicants incline to the belief that a trade-mark is something in the form of a deformed star, or a wheel with eccentric spokes, or a triangle with trimmings—at any rate, something resembling more or less closely the emblems or marks which other manufacturers are using.

For example: A famous linen

bears a trade-mark composed of a circle and the usual impedimenta. A trade-mark seeker having watched the linen business grow, seemingly under the impulse of that circle, though he make bacon or boots, will be convinced that his own success depends upon his possessing something like that trade-mark. Of course, it is only another case of "obsession." It is well to remember, for one thing, that every trade-mark worth copying is kept so busy on its own job that it can never be depended on to work on another.

METHODS OF INFRINGERS

This brings up another phase of the subject—the trade-mark pirate. The operation of the bacon or boot man's idea, described above, is not always confined to different lines of business. Most owners of valuable trade-marks are obliged to wage constant war against imitators who make similar products (though generally inferior) and endeavor to sell them under false pretenses by using trade-marks which may easily be mistaken for the original ones.

The Genesee Pure Food Company's experience has been no exception to the rule. Infringements on the Jell-O trade-mark and the Jell-O package occur with astonishing regularity. Some of them are absurdly palpable frauds, and others are of the character referred to by Mr. Rogers in his PRINTERS' INK article, where he says, "There is usually room for argument." It has been discovered that not much room is required for the introduction of argument, and that most trade-mark pirates make a good deal of trouble before they succumb. Their positions are rarely tenable, but, like other short-sighted persons, they make futile attempts to cover one mistake with another. Not once in a hundred times do they succeed.

A Boston firm made a dessert preparation, put it up in a package of the size and shape of the Jell-O package, and called it "Jell-Ine." When we remonstrated, the firm argued that the resemblance was

purely imaginary on our part. They subsided when we suggested that the courts would want to know why a name and a package so easily mistaken for Jell-O had been selected, when there was so wide a field to choose from.

It is that troublesome question of the court, "Why did you choose this particular name, or this particular form of package, so like the complainant's?" that does more than anything else to protect the honest trade-mark owner.

Another firm put "Jell-E" on a similar package, and declared they had never thought of Jell-O when they did it.

Just now we are having an "argument" with a Western firm of reputable standing over the use of a package very much like ours and bearing the name "Gell-D'Sert." The fact of infringement is unquestionable, we believe. It is hardly necessary to explain that Jell-O is very generally known as "The Jell-O Dessert." No trade-mark would be safe if such an imitation stood the test in the courts.

The three cases cited are typical of the palpable infringements on the Jell-O trade-mark. There are not so many of this kind as of the variety which admits of argument, but we have never failed to prove our case.

There are occasional instances where owners of valuable trade-marks ignore infringements because of the apparent insignificance of the pirates. For one reason, at least, this would appear to be a mistake. There is no telling when such an imitation may come into the possession of a strong competitor. In that event, neglect extending over a period of any great length may bring serious consequences.

Advice is seldom in order, but I hope I may be permitted to suggest:

To the manufacturer seeking a good trade-mark: Take time enough to select a distinctive but simple name or mark which means something, and don't imitate. *The best trade-marks have not yet appeared.* Try to get one of them.

To the embryo pirate: Remem-

ber the judge's inevitable and troublesome question.

To the trade-mark owner: Protect your trade-mark. The law is with you.

♦♦♦
DANGERS OF C. O. D. LETTER
PLAN

JAMES MANUFACTURING COMPANY
Fort ATKINSON Wis., Oct. 12, 1912.
Editor of PRINTERS' INK:

The idea suggested by Mr. Finney of some method by which reply coupons and reply cards could be mailed to the advertiser C. O. D. seems to be a good one. In our own business (sanitary barn equipment) we have a large mailing list, and tests have shown that we cannot afford to enclose a stamped envelope or postal card for reply, but if replies could be sent C. O. D., we are very certain that it would increase the returns very perceptibly.

Mr. McPhillips suggests: "Why can't this same plan (delivery of cards postage due when sender's name does not appear) be extended, so that all letters, even where there is no stamp on them, will be delivered to the party addressed, whatever postage is due being collected on delivery."

Would not people quickly get into the habit of mailing their letters to manufacturers and others without paying the postage? And would it not

be but a short time before business men would stand practically the entire postage cost of their correspondence, instead of its being partially borne by the other party?" E. W. SIMONS,
Advertising Manager.

CONVENTION OF TEXAS CLUBS

At the annual convention of the Associated Advertising Clubs of Texas, held in Dallas on Ad Men's Day at the State Fair, October 14th, representatives of practically every club in Texas were present, and considerable business was transacted.

The feature of the day was an address by Elbert Hubbard on "The Romance of Business."

There is every indication that at least 250 will go to Baltimore from Texas to attend the ninth annual convention.

The election of officers resulted as follows: Gus W. Thomasson, Dallas Ad League, Dallas, Tex., president; William Moore White, San Antonio Advertising Association, first vice-president; R. H. Cornell, Houston Ad-craft Club, second vice-president; A. L. Shuman, Ft. Worth Advertising Men's Club, secretary-treasurer.

Beaumont was unanimously selected as the place for holding the next convention.

During the session the convention listened to a very interesting address on "Salesmanship," by P. G. Keene, sales agent for the National Cash Register Company.

The
George L. Dyer Company
42 Broadway
New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

DEATH OF DAVID L. TAYLOR

WELL-KNOWN AGENCY HEAD DIED
LAST WEEK IN CHICAGO—HOW
HE GAINED A PLACE IN THE AD-
VERTISING WORLD

David Lee Taylor, president of the Taylor-Critchfield Co., Chicago, and one of the best-known advertising men in the West, died at his home in Chicago, Tuesday evening, October 22. He had been ill for several weeks with nervous prostration brought on by overwork.

He leaves a wife and six children.

Mr. Taylor was born at Geneseo, Ill. He was forty-six years old. Commencing business in the banks of Grinnell, Iowa, he joined the staff of the Frank B. White Advertising Company in Chicago, in the early nineties. Mr. Taylor's energy in the field earned for him a responsible position with the Lord & Thomas agency and afterward he became vice-president of that organization. In 1906, he became general manager of the Long-Critchfield Co. of Chicago, in which he was a large stockholder. Two years ago the company was reorganized under the name of the Taylor-Critchfield Co., with Mr. Taylor at its head.

Mr. Taylor had much to do with the securing of the enviable list of advertising accounts handled by the Taylor-Critchfield Co. His genial personality won for him a host of friends and did much to bring success to the organization, which embraces the services of a number of well-known advertising men.



DAVID LEE TAYLOR

In April, 1911, the "Dave Taylor" dinner in Chicago, at which his friends celebrated Mr. Taylor's forty-fifth birthday, was attended by several hundred friends, who paid tribute to the good qualities of his leadership. Among the speakers at the dinner were Dr. Charles W. Burkett, editor of the *American Agriculturist*, Senator Lafayette Young, publisher of the *Des Moines Capital*; Hal S. Ray, Assistant Passenger Agent of the Rock Island Lines, and Robert H. Davis, of the Munsey publications. Senator Young's remarks included this reference to Mr. Taylor: "He is one of nature's true aristocrats. His title does not rest upon the count or recount of the ballots at an election. His title is one that, by conscientious effort since he entered business, he has bestowed on himself. He is the esteemed head of a large business, and a hail fellow-well-met with friends."

Mr. Taylor was a close friend of Frank A. Munsey, who gave out the following statement on hearing of his death:

I am greatly shocked and grieved at news of Dave Taylor's death. A man of exceptionally brilliant mind, and one of the best of good fellows has gone.

FRANK A. MUNSEY.

Mr. Taylor's funeral was held Thursday afternoon, October 24, and the burial was at Mount Hope Cemetery, Chicago.

PRIDDY WITH BUTTERICK'S

Vern Priddy has resigned as Western advertising manager of the *Review of Reviews*, and is now connected with the New York office of the Butterick Publishing Company.

From 0 To 9000 In One Year!

COAL AGE has just had its first birthday—on October 19th, it passed the one year mark with what we believe is the largest circulation in the coal industry.

And it started one year ago from nothing.

Doesn't this look like proof of what we claimed?

That the coal field needed and wanted a weekly paper devoted wholly to the engineering side of coal mining?

Think it over—and then another thing:

COAL AGE

THE five quality-circulation engineering weeklies of the Hill Publishing Co. are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,700.

American Machinist (1877)

Devoted to the work of Machinery Construction. Circulation 24,000.

(Power 1880)

Devoted to the Generation and Transmission of Power. Circulation 32,000.

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 9,000.

decided to prevent the swamping of its Circulation Department, by sending out a letter about ten days ago requesting those, whose subscriptions expire December 31st, to renew now.

Result—in one week we received renewals from over 25% of the list, two and a half months before their subscriptions expire!

Do you know of any other technical paper that can show such a record?

And remember the personnel of Coal Age's subscription list is Operators, Mining Engineers, Mine Managers, Superintendents and Foremen—all men of buying influence and power.

OUR MAKE-IT-PAY DEPARTMENT will show you a plan for reaching these men. This service costs you nothing nor puts you under any obligation. Write to the Make-It-Pay Department of Coal Age.

HILL PUBLISHING CO.



505 Pearl Street
NEW YORK CITY



MODERN PROBLEM IS EFFICIENCY IN MANAGEMENT

ATTITUDE OF SOME BIG CORPORATIONS TOWARD THE MOVEMENT TO REDUCE WASTE OF ENERGY AND CAPITAL—FIVE RAILROADS COMPARED AS TO EFFICIENCY BY A SHOWING OF MILEAGE COST OF MAINTENANCE

By Harrington Emerson.

Following are extracts from an address delivered before the Illinois Bankers' Association.

At least two-thirds of all human effort is wasted; the other third is largely misdirected. This is because the work of the world to its minutest details is not done by those best fitted to do it. Incompetency arising mostly from misfits is the chief if not the sole cause of inefficiency. Incompetency, whether from lack of knowledge or lack of skill or lack of liking, causes enormous wastes. The scope of efficiency is to eliminate wastes, to lessen misdirection. There is no limit to the opportunity.

As far as efficiency is concerned bankers make two great mistakes, although of all people they ought to know better. They mistake figures for facts and they do not compare actualities with standards. Yet, it was in banking practice that I learned the difference between figures and facts. I would make a loan of \$1,000, take a note for \$1080, debit bills receivable with \$1,080 and credit cash with \$1,000, profit with \$80. In certain cases I found that I not only failed to collect the \$80, but also failed to get back the principal of \$1,000.

For a Wall Street firm of bankers, expecting to handle the bonds and preferred stock of a manufacturing concern, two different firms of accountants showed past earnings to be \$180,000 a year. Both reported that these earnings would be ample to pay 7 per cent interest on \$500,000 in bonds, 7 per cent interest on \$500,000 of preferred stock, and 10 per cent on \$1,000,000 of common stock. After the enterprise was financed

the real net earnings did not amount to \$50,000 owing to contingent obligations to take back, to replace, to maintain that did not appear in the statements of the accounts. The \$1,000,000 of actual investment and the \$1,000,000 of hopes both proved a total loss.

On the other hand the largest possible source of increase in revenue is always overlooked by the accountant. He has utterly failed to understand the truth of Carnegie's statement that competent supervising organization is worth more than money and equipment and market, because perfect organization can secure all these, but all of them may be but a snare and a delusion if the organization is defective.

The railroads are bitterly complaining that they are not allowed to increase rates. After twenty years of field experience in all departments of railroading I spent four years with an efficient corps of assistants investigating in railroad operation the relation between what is and what could be, between the actual and a practical standard. The difference between reasonable standards and actualities amounts to not less than \$600,000,000 a year. These are questions of fact, not of sentiment. When Galileo declared the world to be round and that it moved around the sun, they would not investigate either his claims or his facts, they simply denied, they grabbed him and made him recant. They thought to kill an unpalatable truth by silencing the man who uttered it.

This similar attitude of the railroad toward efficiency has both its comic and its tragic side. I have seen the technical railroad press filled with glowing accounts of the practical skill of the railroad manager who cut down the cost of supplying lead pencils by an efficient system of issues, use and price. No one could obtain a new pencil unless he delivered back the stub of the used up one, he was not allowed to sharpen his own pencil because he wasted both time and pencil. As much as \$1,200 was saved in a year by

this very excellent control. But why begin with pencils? On this same road the annual amount of coal used was \$5,000,000, of pencils \$1,800. Is it not possible that similar control as to coal might have shown similar gains? It is a fact that when the use of coal is controlled it does drop to one-third of current practice, and practically half of the occurring waste could be eliminated in a short time and at small expense. The total coal bill of all the railroads is \$500,000,000 a year, of which \$170,000,000 could be saved.

Pullman car wheels are identical from one end of the country to the other. Occasionally they have to be turned down, the worn thread to be made smooth. This identical operation at different railroad shops, all near New York, varied in labor cost from 27 cents to \$1.40. The railroad that paid \$1.40 evidently had no standards. At the time of the rate hearing two years ago in Washington before the Interstate Commerce Commission, Mr. Brandeis was fortified by a vast amount of facts of this kind covering all parts of railroad expenditures. It was expected that as his witness I would be on the stand three days. I was not held half an hour by the railroad counsel because they had learned about the testimony to be presented and did not wish it made public.

We know that on the average freight cars can be maintained and repaired for \$35 a car per annum. When the Illinois Central reports showed that its freight car repairs were costing \$140 a car we knew there was something wrong, either gross incompetence or gross dishonesty, and it proved to be both. The railroad was defrauded out of \$5,000,000. The loss was not checked by officials, by bankers, by investors, because none of them had any standards to work with. President Harahan broken-heartedly said that what hurt him the most was that men whom he had trusted should have deceived him so. This is sentiment but not business.

I went to the manager of one of the Eastern trunk lines and

A Big Agency Man

Says:—"That's the best analysis of circulation that I've ever seen!

I am pretty strong on analysis myself and this particular piece of circulation work put *The Ladies' World* right up in the A class with me.

We have not been doing so much in magazine publicity; most of our accounts being newspaper accounts, but this kind of individual work on the part of magazines will do a whole lot toward bringing advertisers who want specific action into the magazine fold."

He referred to the circulation statement we issued recently.

THE
LADIES' WORLD
NEW YORK

asked permission to show him where \$2,700,000 of wastes were occurring annually. He became very angry, told me he knew about them and intended to eliminate them himself. The next year his expenses as to the items I had investigated increased \$2,300,000 instead of decreasing \$2,700,000.

What led me to pick out this particular road and manager? There are five trunk lines between New York and Buffalo. The conditions are sufficiently similar to justify fairly uniform maintenance expenses of locomotives.

A mile.
On one road the cost was..... \$0.06
On another08
On another10
On another12
On the fifth..... .16

I had gone with my estimates of reduction, not to the manager whose locomotive maintenance expenses were \$0.06 a mile, but the manager whose locomotive expenses were \$0.16 a mile. His locomotive mileage was 23,000,000. Compared to standards other expenses were as profligate.

I looked up recently the quotations of the stocks of these roads. The stock of the \$0.06 a mile road is quoted at \$560 a share, that of the \$0.16 a mile road at \$35. I believe that if these two roads had changed management the stock quotations would have slowly shifted as the respective managements began to control.

The banker is under obligations not to trust to records unrelated to standards, is under obligations to know what discrepancy exists between actuality and standards.

Let us see what influence efficiency has on costs. Employees cost the employer the hourly wages paid, the hourly cost of equipment, machines, tools, etc., the hourly cost of power, maintenance, supervision and rent. This total hourly cost varies from \$0.30 for a low grade laborer, using few tools and requiring little supervision, to \$4.00 or more an hour for a man using a \$20,000 machine requiring much power, much maintenance, much supervision and much space.

The employee, whether laborer or skilled machinist, may show any efficiency from 30 per cent up to 100 per cent for a year's average. The average efficiency of all employees is rarely as high as 65 per cent with frequent extremes of 30 per cent and 100 per cent. The employee should deliver in a year of 2,700 working hours, 2,700 hours of standard work and this 2,700 hours of standard work is the norm or the measure. If the employee is inefficient more hours must be paid for to deliver the standard amount.

In a plant employing 2,000 men we found the average cost per hour to be \$0.70 and the average efficiency 65 per cent.

I.
Actual cost per annum for
4,150,000 hours at 70c..... \$2,905,000
Standard cost per annum for
2,700,000 hours at 75c..... 2,052,000

Loss due to deficiency..... \$883,000

II.
Selling price of product, ex-
clusive of material, 10 per
cent above actual cost..... \$3,195,500
Actual cost of manufacture at
65 per cent efficiency..... 2,905,000

Profit \$290,500

III.
Selling price of product, ex-
clusive of material at same
price as before..... \$3,195,500
Actual cost of manufacture at
100 per cent efficiency..... 2,052,000

Profit \$1,143,500

The accountant is satisfied with "I" if there are vouchers for the expenses. The efficiency engineer is not satisfied until "II" has been attained. Neither ought the banker to be, nor should he acquiesce in present ignorance.

The gross inefficiency that characterizes current work is recent. Men were much more efficient a hundred years ago. They could not with an automobile violate as many speed laws, but they could walk further. We have made a great gain by substituting the uncarnate energy of the universe—coal, gas, oil, waterfalls—for the incarnate energy of man and animal muscle, but individually we have slumped.

The Erie, Pa., *Herald* has been elected to membership in the American Newspaper Publishers Association.

Enthusiasm is contagious.
A magazine edited with enthusiasm is bound to be read with enthusiasm—advertising pages and all

The new form of The American Magazine reflects mighty plainly the very enthusiasm which it has aroused all through its editorial staff by a 35% gain in advertising over the same month last year.

The American Magazine

Advertising forms close on the 10th of the second preceding month

S. Keith Evans

Advertising Director

New York

MORE PROOF—

QUANTITY-QUALITY CIRCULATION BEST

WILLIAM H. PECKHAM
REAL ESTATE
503 Fifth Avenue
New York

October 18th, 1912.

"New York American"
New York City.

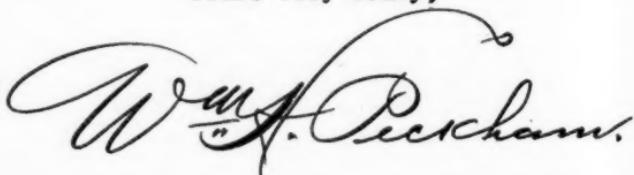
Gentlemen:-

I was induced by your solicitor to try your columns for real estate advertising.

In the past, I was of the opinion that your paper did not reach the class of advertisers who buy large investment properties. A trial of the "American" has convinced me that I was wrong. Results from my last Sunday's advertising were very satisfactory.

Yours very truly,

WHP/AZ



Read by High-Class Investors

New York American



STILL MORE PROOF—

QUANTITY-QUALITY CIRCULATION BEST

CAPITAL \$ 1,800,000.

T. B. ACKERSON CO.

REAL ESTATE

1 WEST 34TH ST. NEW YORK.

TELEPHONE MURRAY HILL 3204.

DEVELOPMENTS

Brightwaters

BAYSHORE, L.I.

BEVERLY SQUARE WEST

FISKE TERRACE

FLATBUSH, BROOKLYN

ROOSEVELT PARK

MAPLEWOOD, N.J.

September 20, 1912.

Real Estate General Manager,

New York American,

New York City.

Dear Sir:-

Your favor of the 19th instant, quoting combination rates, received. We will take the matter under consideration.

We are very much pleased with the results of our Brightwaters advertisements in the New York American and consider it one of the best advertising mediums in New York City. The inquiries received from this source have produced some of our best sales; in short, the American is a very satisfactory advertising medium.

Very truly yours,

T. B. ACKERSON CO.

By *Chas. J. Burchell*
Sales Manager.

CJB/M.

Read by Suburban Home Buyers

New York American

Eastern Montana and Wyoming



The
Dakotas, Montana and Wyoming

are covered most thoroughly by

THE DAKOTA FARMER

**The Leading Semi-Monthly
of the Northwest**

Edited, managed and printed in Dakota by Dakotans for the farmers of Dakota and adjacent states, The Dakota Farmer has the strongest kind of hold upon its subscribers. It has taken the initiative in every new movement for the betterment of agricultural conditions. Every advertiser can make its

60,000 Circulation

a tremendous force in the development of trade. Local dealers know The Dakota Farmer as they know no other farm paper. It reaches more *farm buyers of advertised goods* than any other publication in its territory. The Dakota Farmer reaches the *greatest* number of farmers who are in a position, financially, to buy whatever they set their hearts on. We can *prove* this.

Address nearest office for a sample copy of THE DAKOTA FARMER; it will convince you as to its advertising value for the farmers' trade in the Northwest

The Dakota Farmer, Aberdeen, S. D.

ESTABLISHED 1881

The Phelps Publishing Company, *Representatives*

1209 Peoples Gas Bldg.
Chicago, Ill.

601 Oneida Bldg.
Minneapolis, Minn.

315 Fourth Ave.
New York

Myrick Bldg.
Springfield, Mass.

North Dakota and South Dakota

Making the Catalogue Pay

1—Telling the prospect what he wants to know in ways he can understand

For the purpose of this series of articles, the term "catalogue" includes any printed matter in booklet form which describes the goods or makes it easier to order certain particular products. Thus it includes the nine-hundred-page hardware catalogue in its heavy loose-leaf binder, and the eight-page booklet which describes a patent washer for hose nozzles. It embraces the automobile brochure-de-luxe, with its embossed cover and its four colors and gold; and the mail-order "bulletin" which is jammed through a web press at the rate of several thousand an hour. The investigation of which these articles are the result has ranged from a book bound in padded morocco and illustrated with photogravures, costing fifty dollars a copy to produce, to a collection of testimonials printed on news stock from badly-worn electrotype plates.

Three hundred and eighty form letters were sent out to a carefully selected list of subscribers to PRINTERS' INK, asking for a copy of the best booklet matter each had issued and the reasons why it was considered best. Practically every concern addressed responded with the printed matter requested, and a large proportion answered with comments. Each catalogue as it was received was examined, and a letter written to the sender asking certain specific questions from the standpoint of an advertiser with a catalogue problem on his hands.

The response to these second letters was so far beyond expectations that it was simply impossible to acknowledge them all as they deserved. PRINTERS' INK is very proud of the fact that its subscribers regard it with such confidence as is shown in the answers to rather leading questions, and takes this opportunity to thank those concerns which have contributed so generously out of long experience in catalogue-making.

Building a catalogue is probably the hardest job that ever falls to the lot of an advertising man. Frequently it is also a thankless job. So the man who plans and writes and superintends the making of a catalogue that is worth while is entitled to more credit than he usually gets.

At the very start he is confronted with a question which may keep him awake nights; the question as to what form the catalogue is to take. On this point the only known rule seems to be that the catalogue should contain all the information the recipient needs to enable him to go ahead with the process of ordering. If the business is such that the intervention of a salesman is absolutely necessary, the catalogue should give as much information as can be effectively expressed in print; that is to say, all that the

prospect will read with understanding. If no salesman is necessary, and the goods are to be ordered from the catalogue itself, all possible information must be included and must be conveniently accessible. Many a sale has been lost because the catalogue failed to tell the prospect all he wanted to know, or had the information arranged so that it was hard to find.

The Nelson Valve Company, Chestnut Hill, Philadelphia, one of the largest manufacturers of mechanical specialties in the country, and a concern to whom the catalogue is of prime importance as a reference book for engineers, writes as follows:

"When our 1909 catalogue was issued at a cost of about seventy-seven cents, including postage, we felt that it was a splendid catalogue for our purpose. We had

shown the valves in large-sized cuts on the left-hand pages, and had printed all the descriptive matter and dimensions on the right-hand pages. This book was out for two years before we received any practical criticism, the artistic character of the book having discouraged practical criticism. We heard that the book was "well printed," "a handsome book," "well illustrated," etc., but not until within the last six months have we learned that it was not of full value to us.

"Our mistake was in making up this catalogue to suit *ourselves*. We like to classify valves as Brass Valves, Iron Valves, Steel Valves, etc., because that is the way our plant is divided. We accordingly classified the valves in the catalogue according to this idea. On this account we have bumped up against the fact that this is not the way our *customers* like it.

"A customer who is using steam at 125 pounds pressure is not at all interested in valves of heavier construction, and when he looks for valves for his own plant he wants to find all the valves he can use in one section of the book, so that whether he wants brass valves for his small lines or iron valves for his larger pipes, he will be able to find all of them without an exhaustive study of the index and a zigzag search through the book.

"We believe that smaller catalogues, condensed and classified on this new basis, will bring us considerably more business than the larger one, and we suppose that the cost of the smaller catalogue will be only one-fourth or possibly one-fifth that of the large one. Yet it will show almost twice the number of valves, our product having increased in variety to that extent since the 1909 catalogue was issued."

The point of view of the catalogue recipient outweighs any considerations of convenience on the part of the manufacturer. Anything that the user of the goods does not want to know or need to know in order to become a purchaser, can be ruthlessly ex-
purgated,

gated, even though it include the choicest collection of gold medals ever awarded and the picture of the boss. But if it should be a case in which gold medals and the president's profile are matters of interest, no criticism should be allowed to suggest their removal. The test of every catalogue page, from the first even to the last, is "Will it help sell the goods?"

The question of arrangement or classification, however, can be made more than the mere consulting of the customer's preference. That is a negative virtue—a following of the line of least resistance—which a little judicious cross-indexing in the text will turn to a positive sales force. Claude L. Matthews, of W. N. Matthews & Brother, St. Louis, manufacturers of electrical specialties, puts it in the form of a suggestion.

"If I were a jobber," he writes, "going to issue an expensive catalogue listing everything I handled, I would find out all the specialties on which a profit of twenty per cent or over was obtainable. I would see to it that these specialties were featured in the catalogue, well illustrated and minutely described, and the advantages and savings which could be accomplished by their use carefully pointed out.

"Furthermore, I would have a double-leaded line after the description of each staple product in connection with which any of the specialties could be used, giving the page number on which the specialty is described. For example, in an electrical supply catalogue you will find several pages giving the necessary data for ordering the different sizes of power cable. When a man is in the market for power cable, he goes to the catalogue and looks it up. He knows all about it because it is a staple.

"Now if one of those double-leaded lines appears at the bottom of the page calling attention to the fact that a cable clamp described on page nineteen will save him five dollars for material and labor every time his cable turns a corner, he is quite likely to turn

to page nineteen for further information. Without the reference line he might not think of the cable clamp at all, if indeed he knew anything about it."

Of course, it is just as essential not to bore the prospect with a lot of information which he does not want, as it is to give him all that he does want. There is no use wasting space telling a man how a thing is made when he cares only for what it will do, or in telling a lot of facts which apply entirely to some other business. The Bridgeport Brass Company does not issue a general catalogue at all, because there is practically no one individual who could handle all products of the company's manufacture.

"The best results," says H. A. Greene, advertising manager, "have been from small booklets illustrating the particular line in which the customer is interested. The man who is buying bicycle pumps or bicycle lanterns is not interested in raw material such as copper rods, nor is the purchasing agent of a street railway who is buying trolley wire interested in a book of plumbers' supplies.

"We often get inquiries from dealers whose orders would be too small to warrant our sending an expensive book, and unless we have catalogues cheap enough to warrant sending to those who may not become buyers, we could only refer such inquiries to another dealer or jobber who might not think the business worth going after."

The Burroughs Adding Machine Company is one of those concerns whose customers are chiefly—almost wholly—interested in what the product will do, and how it does it is a matter of very little importance. Moreover, each prospect is interested in what it will do in his own business, on his own accounts, and cares nothing about its service in different lines. Almost invariably it takes a salesman with an actual machine to close the sale—most sales are made after an actual trial by the purchaser—so a descriptive catalogue of the various machines is practically superfluous. The com-

The only paper makers in the world who make bond paper exclusively, make



Write us on your present letter-head for the Book of Specimens, showing Old Hampshire in white and fourteen colors, printed, lithographed and engraved on letterheads, checks and other business forms, or ask your printer for it.



**HAMPSHIRE
PAPER CO.**

South Hadley Falls, Mass.

Makers of Old Hampshire Bond, "The Stationery of a Gentleman," and also Old Hampshire Bond Typewriter Paper and Manuscript Covers.

pany issues a series of "system forms," each describing the application of the machine to a particular line of business, showing examples of what the machine will actually do, and naming concerns which have the machines in use. The company issues larger books, but they are devoted chiefly to the story of the invention and development of the adding machine and educational matter giving reasons for the invention of the machine. The actual descriptions of various types of machines are very brief. Thus, in the case of a product the particular uses of which are not widely known, a display of a wide variety of different styles is not an advantage. It is enough to state that the company makes eighty-six different styles of machine, one to fit every possible kind of business.

In the case of a product whose uses are widely understood, however, the reverse is sometimes the case. The Norton Company, Worcester, Mass., a maker of grinding wheels, issues a catalogue in which every conceivable variety of wheel is specially illustrated. The company says:

"We believe our catalogue is as near complete as it is practicable to get it. We do not think there is a line in it that could be called useless material. The variety of wheel shapes, shown on pages fifty to ninety-nine, cannot be appreciated except by those familiar with the line. The completeness of this list of wheels makes our catalogue in demand, and we have found that business actually comes our way sometimes for no other reason than because the man who writes the requisition had our catalogue in front of him and could see the shape he wished to order. To many, however, it looks like a useless undertaking to list this great variety of wheel shapes."

Unless there is a general catalogue covering the product as a whole, it is necessary to classify inquirers in some fashion so that one can be sure of sending the proper information. Sometimes this is done by key numbers, sometimes by asking the inquirer

to state his business—but there must be some sure method of determining that the customer gets the *kind* of information he wants, and, as near as possible, *all* the information he wants.

Even with so general a product as paint it is not possible to send a single book which will take care of all possible inquiries. O. C. Harn, advertising manager of the National Lead Company, New York, and ex-president of the Association of National Advertising Managers, writes:

In answering inquiries prompted by general magazine advertising this year, it is our plan to send what is known as our Painting Helps, comprising "Correct Color Schemes," "Artistic Interiors for Home," "Dutch Boy Painter Stencil Book" and "Talk on Paint." These booklets entirely cover the painting subject from the house-owner's standpoint. Our "Talk on Paint" is a concise, comprehensive and convincing talk on good and bad paint and how to discriminate between them. However, we would not feel that we had covered the entire subject unless we included color schemes for interior and exterior painting as well as our stencil catalogue. If a house-owner is interested in exterior color schemes he can turn to "Correct Color Schemes" where he will find a color combination suitable for his particular style of house; if he plans to decorate inside he can refer to our "Artistic Interiors" and stencil catalogue.

Our "Handy Book on Painting" was prepared especially for the farmer's use and aims to teach him how to mix and apply paint. "The Protection of Structural Metal" is devoted to red lead and is a practical hand-book for the architect, engineer and all others under whose supervision comes the painting of structural iron and metal.

We have no general catalogue which we could term "best." A combination booklet, embodying "Correct Color Schemes," "Artistic Interiors for Homes" and "Talk on Paint," for next year, is now under way.

All of which simply emphasizes the fact that the successful book is the one which tells the prospect what he wants to know.

(To be continued)

MISDIRECTED ENERGY

"Pa, what is misdirected energy?"

"Spending four hours setting an intricate rulework job when the customer prefers it set in a simple style."—*Inland Printer*.

A. G. Schwartz has resigned as assistant in the advertising department of R. H. Macy & Co., New York, to go into the advertising business for himself.

The Vital Agricultural Problems Are Local

The soil, climate, accessibility of market are different in Ohio from what they are in Kansas. Even Ohio and Michigan differ as to the suitability of soil and climate for the raising of certain products.

The farmer in Ohio wants to know what is best for *him*—he is not concerned with the problems of the Kansas farmer, except in a general way, just as the automobile manufacturer is only generally interested in extraneous manufacturing while his specific interest is in automobiles.

Therein lies the reason why the state or local farm paper appeals mostly to the prosperous and progressive farmers in its own locality.

There are two agricultural papers in particular, each of which has for more than sixty years dominated its field because each is edited and published in the state where its strength lies. And you can't cover either Ohio or Michigan with the greatest measure of economy unless you use

THE OHIO FARMER CLEVELAND

Has more than 95,000 paid subscribers in Ohio—twice as many as any other weekly farm paper has in this State—and the balance of its 126,000 circulation is practically all in the territory contiguous to Ohio.

The Ohio Farmer works in close harmony with the agricultural department of the State University and the Experiment Station, and its editors and correspondents are working constantly to help these 126,000 farmers increase their profits.

THE MICHIGAN FARMER DETROIT

Out of its total list of 81,000 paid subscribers 75,000 are in the State of Michigan. It's the only agricultural weekly with a paid-in-advance circulation published in that State.

Michigan farmers are prosperous—crop yields this year are tremendous. They have more money to spend than ever before, and if you want your share of the millions they will spend, use the Michigan Farmer and tell them what you have.

You can use these two publications separately or in combination—write direct to either paper or our representatives for rates and other details

George W. Herbert, Inc.
Western Representatives
First Nat. Bank Bldg.,
Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York City.

THE PENNSYLVANIA FARMER of PHILADELPHIA can also be used jointly with either or both of the above mentioned papers, and offers an exceedingly attractive proposition. Its circulation of 30,000 is confined to Eastern Penn., South Eastern New York, New Jersey, Delaware and Maryland. No other farm paper concentrates in this field.

*Reproduction of an editorial from the New York Journal
October 18, 1912*

Every Country Editor Should Be the Agent of Ten Great Concerns—WELL PAID.

The Country Newspapers with Five Hundred Circulation Can Enable the Publisher to Get Five Hundred Dollars Profit from Each of Ten Concerns at Least.

Copyright, 1912, by the New York Evening Journal Publishing Company.

We repeat that advertising in country newspapers, properly utilized, is the most valuable advertising in the world for its cost. We urge advertisers to take advantage of the opportunities offered by the country newspapers. We add, incidentally, that we don't own and never expect to own any country newspaper or to have an interest in a country newspaper.

A country editor with five hundred circulation or more for his daily or weekly can talk **TO FIVE HUNDRED GOOD, TYPICAL AMERICAN FAMILIES, ALL PURCHASERS, ALL DESIRABLE CUSTOMERS.**

Every publisher of a country newspaper should be, through his advertising columns, the trusted and valued agent and promoter of at least ten great industrial merchandising concerns.

The country publisher alone is able through his columns **TO SELL EVERYTHING.** His readers **BUY EVERYTHING** that is for sale—from nails to pianos, from pills to automobiles. They buy paint and roofing and stoves and lamps—hundreds of commodities that the city dweller never buys.

There is not a community in the United States in any one of which ten or even fifty great American merchants and manufacturers would not gladly hire at high pay a competent, earnest representative able to talk every day to five hundred or more families.

And every business-like, hard-working country publisher **IS SUCH AN AGENT**, able every day to reach the consumers that nobody else can reach.

The country newspaper is the best of all advertising mediums.

And the publisher's profits should be not less than \$6 annually for every copy of the paper sold.

Little by little advertisers will come to learn the value of the country newspaper, and very rapidly, let us hope, the country editors will come to learn the value of that which they have for sale and will demand and get their share of the national prosperity, acting as national industrial and commercial representatives, and not merely as the local mouthpieces of local merchants barely able to support themselves.

Many country publishers have written expressing appreciation of the Hearst newspapers' endeavor to impress on advertisers the value of country newspaper advertising.

H. E. Kelly, publisher of the Journal, of West Point, Illinois, writes such a letter, and, commenting upon our reference to dishonest methods in dealing with country newspapers, especially the habit of publishing advertising in only PART of the country newspapers' circulation, asks whether the Western Newspaper Union is guilty of that dishonesty.

The matter has been investigated, and, on the best authority, we are able to tell Mr. Kelly, for his information and that of others, that the Western Newspaper Union is not guilty of the practise referred to, and against that concern no such charge is made.

The publishers that really protect the people—the hard working owners and editors of the fifteen thousand or more country dailies and weeklies—must unite to protect themselves and get their share of national prosperity.

They must free themselves from the idea that the country editor is the private property of the local druggist, groceryman, butcher and hardware dealer.

They must give good and faithful service to their local business men, and at the same time good and faithful service to the great mass of so-called FOREIGN ADVERTISERS. Thus their prosperity will be doubled and quadrupled and their capacity for usefulness increased accordingly.

The country editor with a thousand circulation can make himself worth to the community at least six thousand dollars a year. He can make his paper EARN that if he chooses to do it.

He must be his own master, not ruled by local merchants or corporations or politics—recognizing only his readers as clients, customers, advisers and equals.



P. V. COLLINS
Progressive Nominee
for
Governor of Minnesota

The farmers of Minnesota are backing Mr. Collins with their ballots. They hope to elect a man known to be heart and soul interested in their welfare and of Minnesota's agricultural development. But whether they win or lose, the issue has been made plain to farmers that Mr. Collins is their real friend. Whether as nominee for Governor of Minnesota or as publisher, the farmers of Minnesota, the Dakotas and Wisconsin are enthusiastic in their support of The Northwestern Agriculturist.

A Progressive Farm Paper

For more than twenty-seven years The Northwestern Agriculturist has stood for progress—for development of agriculture in Minnesota and surrounding states. It has always been on the firing line. No greater opportunity has ever presented itself for aggressive fighting in the interests of our farmers than was presented when the Canadian Reciprocity (?) Act became an issue. This was emphasized by the silence of all other agricultural journals of Minnesota on the subject. It was further emphasized by the fact that our metropolitan dailies were working actively in favor of the pact. The Northwestern Agriculturist—alone—had courage with conviction and fought with all the power at its command to defeat the measure. Today the measure is defeated although still on our statute books. The American voter says repeal the law.

Unprecedented Circulation Growth

The circulation of The Northwestern Agriculturist has jumped from 90,000 on June 1st to **137,886** paid subscribers as forms close for this advertisement. No local farm paper has ever gained **47,886** subscribers in so short a time. Advertisers take notice—The Northwestern Agriculturist offers you an audience that is giving red blood support to the paper of their choice. It offers you the largest subscription circulation of any Minnesota farm paper. It offers you the lowest proportionate rate of any Minnesota farm paper.

Our Encyclopedia of Minnesota Farm Trade

"What Farmers Use," is free, without obligation to all who request it and mention PRINTERS' INK.

THE NORTHWESTERN AGRICULTURIST

P. V. Collins Publishing Co., P. V. Collins, Pres.

B. W. Rhoads, Gen. Adv. Mgr. Payne & Young, Eastern Representatives
 Tribune Building, Chicago. Fifth Avenue Building, New York City.

PARCELS POST REQUIREMENTS THAT CONCERN ADVERTISERS

THE THREE FEATURES OF LEADING IMPORTANCE — GOVERNMENT TO SUPPLY ZONE MAPS AND DIRECTORY—PRESENT CLASSIFICATION OF MAIL AS AFFECTED BY PARCELS POST CLASSIFICATION

Special Washington Correspondence.

Judging from the inquiries on all phases of the subject which have been coming to the Post-Office Department ever since Congress authorized the establishment of a domestic parcels post there is widespread uneasiness on the part of manufacturers and advertisers lest the inauguration of a postal package delivery service on the "zone" system will involve grave problems. Prospective shippers of goods seem to fear that there will be confusion and delays owing to the "sliding scale" of carriage charges that will prevail. The officials of the Post-Office Department who are in charge of the newest branch of the postal service declare, however, that there is little basis in fact for such a pessimistic view.

They admit that there will necessarily be much more detail incident to the operation of the parcels post on the "zone" system than would attend the conduct of the service on a flat rate such as now obtains on all classes of mail matter but they insist that the problems which appear formidable at long range will prove comparatively simple for business men and postal authorities alike when considered at close range. As evidence that the parcels post proposition does not present insurmountable difficulties these officials have, by energetic action, perfected all arrangements for the operation of the parcels post throughout the continental United States on January 1, next, although this is a scant four months since Congress finally took action on this long-agitated subject.

The manufacturer or advertiser

contemplating the utilization of the parcels post,—and what sales or distribution interest does not, to greater or less extent?—will be concerned in advance with three features of equipment for the new activity. That is, there are three considerations incident to the parcels post to which it behoves the business man to give attention, as well as to those other preliminaries which concern his own particular case and involve, say, the advertising of distribution via the parcels post and the provision of the necessary containers for the goods, and mailing equipment to enable distribution through the newly created channels.

The three essentials for which the business man must look to the Post-Office Department are: first, the regulations governing the new service; second, a parcels post map which will give each individual shipper his key to the "zone" system; third, a directory of all the post-offices in the United States which, used in conjunction with the special map prepared by the Post-Office Department, will render it a simple matter to quickly compute the postal fee between any two points in the country.

On just what basis the maps and directories will be supplied to firms and individuals has not yet been determined by the authorities at Washington. The initial order for maps, on which the printers are now at work, is for 150,000 copies and merely contemplates the supplying of two maps for reference and public display at every post-office, branch post-office and sub-station in the country. However, under its contract the Government may call for additional supplies of the maps after the delivery of the initial order on or before December 1, and inasmuch as it is absolutely essential that every business house have copies of the map for use in its own mailing department it is understood that some scheme will be worked out whereby either the Government will sell the maps at prices approximating cost or will authorize some private firm to furnish the maps under Governmental sanction as is now done

in the case of the postal guide. As the map would be well nigh useless without the new directory the plan adopted for placing the map in the hands of postal patrons will extend to the book listing the post-offices. The regulations of the parcels post will either be printed in conjunction with the directory or furnished separately for free distribution.

In order to appreciate the significance to users of the parcels post of the map and directory above mentioned it must be borne in mind that the rates for the transmission of parcels by mail are to vary not only according to the weight of the individual package but also according to the distance it is to be transported. It necessarily follows, then, that at no two shipping points in a state (unless they be in immediate proximity) will the same rates prevail for interstate shipments. Each point of origin for parcels post packages will be, to a great extent, a law unto itself in the fees exacted.

COMPUTING PARCEL POST RATES

For the computation of parcels post rates under the zone system there will be 3,500 basic points or rather basic districts. That is the country is to be divided into that number of units of area, each thirty minutes square and identical in dimensions with a quarter of the area formed by intersecting parallels of latitude and meridians of longitude. It is these 3,500 quadrangles, primarily, which are shown on the new parcels post map and which are to serve as the basis of the eight postal zones. As already announced in "PRINTERS' INK," the eight zones will have radii respectively of 50, 150, 300, 600, 1,000, 1,400, 1,800 and all distances over 1,800 miles. The postal rate will increase one cent a pound for each successive zone so that whereas a parcel will be carried in the fifty-mile zone for a fee of 5 cents for the first pound and 3 cents for each additional pound, in the 1,000-mile zone it would cost 9 cents for the first and 7 cents for each additional pound and an extra percent-

age of increase brings the fee in the eighth zone to a straight rate of 12 cents per pound.

In addition to the eight zone rates there is also a special low rate (five cents for the first and one cent for each additional pound) for local delivery but computations in that sphere will not necessitate the use of the map since this local rate is allowable only on parcels destined for delivery in the town or city where mailed or to an address on a rural mail route embracing the point of origin. This is the special local rate which was provided for in order supposedly to give the local merchant a theoretical advantage over the distant mail-order house that is presumably called upon to pay the higher rate called for by the zone plan. An interesting bit of gossip, however, is to the effect that certain large mail-order houses are planning to overcome this handicap in great measure by shipping goods in bulk by freight to local agents scattered over the country, these local agents being charged with the duty of breaking up the bulk consignments and mailing the individual articles at the special local rate to patrons of the house on the R. F. D. routes in that section.

CLASSIFICATION OF ARTICLES

Advertisers and manufacturers will probably be more affected than any other members of the community by the policies which are now being worked out by a special committee of five postal officials, appointed by the Postmaster-General to perfect the details of the parcels post system. One question now receiving consideration concerns the classification of the articles to be admitted to the parcels post. The new law simply states that the parcels post shall be open to packages not exceeding eleven pounds in weight and not measuring more than seventy-two inches in length and girth combined, provided neither package nor its contents be of a form or kind likely to injure the person of any postal employee or damage the mail equipment or other mail matter, nor of a char-

acter perishable within a period reasonably required for transportation and delivery.

There are some articles which will be absolutely prohibited just as poisons are barred from the mails at present but there are numbers of articles which present problems that require careful consideration. Take, as one case in point, the situation with regard to liquids of all kinds. The original thought was to restrict liquids to the limit of the four-ounce bottle which is and has been in the past admitted to the fourth-class mail when properly packed. However, the manufacturers of medicines, toilet preparations, etc., have urged so energetically that they be not thus debarred from any added benefits under the parcels post that this whole question has had to be reopened.

The probable outcome will be that the parcels post regulations will not only classify the articles to be admitted to this mail but will in many instances specify as to packing,—stipulating that open knives and razors shall be "wired" and that due protective measures be adopted in the case of all glass and fragile articles. Another question that is now up for discussion at the department involves the right of manufacturers, etc., to enclose catalogues, circulars and other advertising matter with shipments of goods posted at the parcel rate. Yet another question, the decision of which will be awaited with interest, concerns the privileges to be allowed shippers in the placing of advertising announcements on the exterior of parcels post packages. The probability is that nothing will be permitted beyond the business card of the firm making the shipment, although this may be displayed conspicuously.

C. O. D. PACKAGES

A detail of the parcels post scheme which many business men have apparently overlooked is the provision of facilities for the collection on delivery of the postage and price of the article shipped. This will give business houses an advantage they have never before



The Last Word in Data Digging

A Private \$6,000 Census

That is the cost of the data gathered by the

NEW ORLEANS ITEM

on the local newspaper situation.

It could not have been done more thoroughly, more completely. Our investigators visited every home in New Orleans, taking a census of the papers read.

This resulted in a harvest of 74,421 cards, housed in a data arsenal of 110 card drawers.

They are at your service.

They have proved "eye openers" for foreign and local advertisers.

They offer you a "terra firma" of facts that you ought to know, if interested in the rich market New Orleans offers, with its 400,000 people.

The tabulation of these cards proved that the NEW ORLEANS ITEM leads its nearest competitor by 52%, its next one by 360%, and the remaining one by 390%.

This census also proves the spirit of efficiency, of thoroughness behind the management of the NEW ORLEANS ITEM.

In assigning tasks you prefer thorough and efficient employees. Why not the same with newspapers to whom you entrust the duty of advertising your goods?

It is in this spirit that we are

At your service, any time, anywhere

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

enjoyed in connection with mail of any class,—namely postal service equivalent to the C. O. D. service of the express companies, to say nothing of the fact that the postal fee for collection will probably be less than the express company's charge for similar service and that the shipper will have the C. O. D. principle extended to vast areas not now reached by any express company. Just here it may be noted that the Postmaster-General estimates that the parcels post system on the rural free delivery and star routes will, in effect, add more than one million miles of service to the aggregate now available to our business houses through the medium of the express companies and the freight handling on railway lines.

Yet another feature of the parcels post significant to all who will engage in merchandising by this medium, and the details of which are now being worked out concerns the "insurance" provision whereby shippers will be indemnified for goods damaged or lost while in transit or while in the custody of the post-office. For this insurance, of course, as for the collection on delivery service, a small extra fee will be charged just as a ten-cent fee is exacted to-day for each piece of registered mail.

SPECIAL STAMPS REQUIRED

A point not to be overlooked by the business house distributing its wares via the parcels post is that special postage stamps of distinctive design are required to be affixed to all packages in payment of the postal fee. The regulation postage stamps employed in the case of first, second and third-class mail will not, according to present intention, be accepted for parcels post packages. The special parcels post stamps which are now in course of preparation comprise a series of twelve, ranging in denomination from one cent to one dollar and these stamps will not only be distinctive in color but will be of larger size than the ordinary stamps.

Fear has been expressed in some quarters that the inauguration of the parcels post will overtax the

postal delivery facilities, particularly on the rural routes where many of the carriers have small vehicles. The Post-Office officials say that uneasiness on this score is unwarranted. They point out that R. F. D. carriers have heretofore enjoyed the privilege of transporting, for private parties, and on such terms as they may fix, packages exceeding four pounds in weight and that in consequence most of the carriers are already provided with vehicles that will enable them to take care of all parcels post traffic that may originate.

Some business men, to judge from letters sent to Washington, have not a clear idea as to the parcels post in relation to existing classes of mail matter. On this subject it may be emphasized that first, second and third-class mail continues in all respects as in the past. Under the new law fourth-class mail is to embrace all matter, including "farm and factory products" not now embraced by law in either the first, second or third class. On fourth-class matter weighing not more than four ounces the rate will be one cent for each ounce or fraction thereof and on all such matter in excess of four ounces the rate shall be by the pound. The Postmaster-General figures that under the parcels post the saving to the public will be fifty-four per cent of the present fourth-class rate (present fourth-class limit being four pounds) and that the parcels post rates will on an average be twenty-five per cent less than the rates charged by the express companies for corresponding service.

In connection with the opening of evening courses in the Y. M. C. A. of Chicago in the school of accountancy, two lectures were given on sales advertising. Walter D. Moody spoke on "The New Profession—Salesmanship," and Andrew N. Fox on "Advertising as Seen from the Manager's Desk."

W. H. FIELD ADDRESSES MILWAUKEE CLUB

W. H. Field, business manager of the Chicago *Tribune*, addressed the Advertisers' Club of Milwaukee, October 29. His subject was "The Province of the Newspaper in a National Advertising Campaign."



An Open Letter to the Man Who Wants Facts

When you are building campaigns, questions come up for quick settlement.

You must have facts—accurate data and have it at once.

Perhaps you have something to sell to men who own their own farms. What is your possible market?

Richardson's Annual (page 14) will tell at a glance—give number of farm owners, value of farms, number of tenant farmers, etc., in each state.

Or it may be you have picked four or five states in which to start a campaign. How many dealers in your line must you arrange to cover? **Richardson's Annual** (page 16) gives the number of dealers in each state in the twelve principal branches of trade.

Again it is a question of policy to be settled. You know New York has 65% population in cities of 100,000 and over and 88% urban population.

But how about the big farming centers where the agriculturist gets the good money. Page 24 of **Richardson's Annual** shows big farming America 50% to .80% rural and a big proportion of the balance of the population lives in what might be called "Farm Towns."

The Annual gives exact figures for each state.

Richardson's Annual shows the leading farm products of every state in the Union and the ranking with the country at large (page 20).

It shows population of the leading farming states, the rural population, the actual farm population, the number of towns in the states, the number of R. F. D. routes, fourteen pages of tabulated campaign information, twelve pages of special reports on big farming states, 64 pages of vest-pocket—pigeon-hole help for the men with problems to handle—and a map showing circulation by states of sixteen leading farm papers.

It is a mine of information for the man who wants definite data on which to base successful campaigns.

There is a copy waiting for you—where shall we send it?

Yours for service,

Wallace C. Richardson, Inc.,

41 Park Row

New York City

Illustrated Sunday Magazine Progress

Recently, we announced a very impressive list of features for Fall issues of THE ILLUSTRATED SUNDAY MAGAZINE:

LEADING WRITERS: Richard Harding Davis, Rex Beach, George B. McCutcheon, Gouverneur Morris, Elinor Glyn, etc.

LEADING ILLUSTRATORS: James Montgomery Flagg, Howard Chandler Christy, Henry Hutt, Penrhyn Stanlaws, C. Coles Phillips, etc.

These new features started in the October issues, and these same issues show very considerable increases in advertising volume.

With the exception of one month, *October, 1912, is the best month in the history of THE ILLUSTRATED SUNDAY MAGAZINE.*

THE LIST

Pittsburgh Gazette-Times	Omaha World-Herald
Rochester Democrat & Chronicle	Columbus Dispatch
Minneapolis Tribune	Des Moines Register and Leader
Boston Herald	Denver Republican
Detroit Free Press	Richmond Times-Dispatch
Memphis Commercial Appeal	Kansas City Journal
Louisville Courier-Journal	Buffalo Times
Milwaukee Sentinel	Worcester Telegram
New Orleans Picayune	Providence Tribune

Circulation 1,100,000 copies weekly



CHICAGO

NEW YORK

BOSTON

THE LEGAL PROTECTION OF ADVERTISING IDEAS

A REVIEW OF THE DEVELOPMENT OF PUBLISHING THAT WILL EXPLAIN WHY IDEAS IN THEIR PHYSICAL EMBODIMENT ONLY CAN BE PROTECTED — THE CHANGE THAT TOOK PLACE WHEN PRINTING WAS INVENTED — LEGAL CASES THAT HAVE ESTABLISHED GOVERNING DECISIONS

By Edward S. Rogers.

I.

Up to the time of the invention of printing there was nothing known in the law which, even remotely, resembled copyright, as we now understand it. One looks in vain through the commentaries of the Latin jurists for any recognition of the right of an author or artist in his productions. There is a learned disputation in the *Institutes of Justinian* whether, if a man paints a picture on a tablet belonging to another, the picture belongs to the owner of the tablet or to the artist, but the question was discussed as a purely academic one. It was the universal custom to regard the possessor of a manuscript as authorized to make copies from it indefinitely.

Of course the manual labor involved in the making of manuscript copies was great, but when we consider that the Roman book sellers employed scores of scribes, who wrote simultaneously from the dictation of a single reader, and that by this method of team work an edition of respectable size, even according to modern standards, could very rapidly be turned out, it is strange that the notion of literary property or the right of an author to make or control the making of copies of his intellectual work was not sooner developed. The author of ancient times occupied a somewhat anomalous position. He received remuneration from his work by reading it publicly, or as the recipient of a pension or bounty from some great man, and the idea of a profit being derived from the making or sale of copies

of his literary works seems not to have occurred to him or to any one.

WHEN IT WAS THE CUSTOM TO DISOWN IDEAS

During the middle ages there was scarcely such a thing as original literary work. The books of that period consisted mainly of the Latin and Greek classics and the writings of the fathers of the Church. Originality was frowned upon, and anything that was new was suspected of being heretical. This was carried to such an extreme that when a writer advanced any idea of his own it was not considered respectable to acknowledge the paternity of it, but it was advanced as a saying of some ancient writer, real or fictitious.

After the invention of printing, by means of which large numbers of copies could be made readily, it was at once seen by the powers of the Church and State that the art of printing carried with it a great menace to their authority, and licenses to print books, or certain classes of books, were given to certain printers, not at all as an encouragement to authorship, but to prevent the uncontrolled circulation of heresy and sedition. These grants were grants of trade monopolies. Wynkin de Worde, Pynson and Caxton were given a monopoly of printing certain books, just as another tradesman was given the monopoly of selling playing cards. The object was revenue and control of the art, not the encouragement of authorship.

After the independent printers became so numerous, and unlicensed printing was common in spite of the rigorous prosecution of those who dared to exercise the right without royal authority, the monopoly of printing was conferred upon the Stationers Company, one of the trade guilds so common in the middle ages. The Company of Stationers was originally composed of men who occupied stations about St. Paul's in London, and had its origin in the 14th century. It was incorporated by a royal decree of

Philip and Mary in 1556, and by this royal charter the Stationers Company was given the monopoly of the art of printing. The most severe punishment was decreed against any one, outside of the Stationers Company, who ventured to print anything.

WHEN PRINTING WAS "DISORDERLY"

This monopoly was strengthened by the Court of Star Chamber, which tribunal was given the authority of enforcing the decrees against what was described as "disorderly printing." The monopoly of the Stationers Company, and the fact that that company maintained a registry book, in which the members entered titles of books that each was privileged to print is advanced as proof of the supposed fact that copyright is a very ancient institution. As a matter of fact, the entry in the registry book of the company of stationers of the titles of books printed by the individual members was simply for the purpose of preventing destructive competition. The by-laws of the company prohibited one member from printing a book of which another was the registered proprietor.

This was not at all, in my judgment, for the purpose of encouraging authorship, but was in the nature of an agreement in restraint of trade among tradesmen. The poor author had nothing to say and his rights were not involved at all. The revolution of 1688 put a stop to all monopoly, and among others, to that of the Stationers Company, and printing was thereafter unrestricted both in England and Scotland.

The Scottish booksellers were particularly pestiferous. They paid no attention to the registry book of the Stationers Company and printed anything that pleased them, and since the Scot was as canny a business man in those days as he is now, it is not surprising that the Scottish printers picked out for reproduction the popular books of the day. The booksellers petitioned Parliament for relief and in the eighth year of the reign of Queen Anne

a statute was passed, which gave to the authors and proprietors of printed books the exclusive right to multiply copies of them for a limited period. The tradition is that this statute was drafted by Dean Swift.

It was not until about the time of the American revolution that the scope and effect of this act were judicially determined. The question was, do authors have an exclusive right to make copies of their works *after publication* under the common law, or are their rights created by the statutes? Legal and literary England debated the question for over a hundred years. Constant reference to it is to be found in the literature of the period. Dr. Johnson delivered himself on the subject with much emphasis. In the letters of Horace Walpole it is mentioned frequently. In a case involving Thomson's "Seasons" it was held by the House of Lords that authors at the common law did have an exclusive right after publication to multiply copies of their works, but that that right was taken away by the statute of Anne and, since the passage of that statute whatever rights authors had were dependent upon the statute.

RIGHTS EXIST ONLY BY STATUTE

It was not until 1854 that it was finally decided that by the common law an author had no right in his productions after publication. The Supreme Court of the United States came to the same conclusion in 1834. This is the present state of law, and it must be assumed as established that after publication all property and rights of an author in his work depend upon the statutes. That is to say, a right claimed in a book, for example, after publication, must be conferred by the copyright act expressly or by clear implication, and that claimed rights which have no basis in the statute are non-existent. This, perhaps rather tedious, preliminary statement is made for the purpose of showing that it is useless to speculate or discuss the rights in advertise-

ments as literary or artistic works after publication, except with reference to statutory copyright.

Neither is there any use in discussing rights in mere plans, schemes, or ideas either before or after publication. Ideas can be controlled only so long as the originator of them keeps them to himself. The instant they are disclosed without restriction the right to control is gone. This is illustrated in a case brought by a man named Bristol against the Equitable Life Assurance Society. Bristol had devised a system of advertising which he thought would be useful to the Assurance Society, and he thought further that it might be the means of securing for him a profitable position with the society. In furtherance of his desire to secure the position, Bristol disclosed his advertising scheme to the officers of the Assurance Society, who promptly appropriated and used the scheme and did not hire Bristol, who thereupon sued for damages. There was no contract of any kind between the parties. The theory was that the scheme was Bristol's property and that the insurance company had used it and ought to pay for it. It was held that there could be no recovery, and the court observed:

He had information which he hoped to market, but he parted with it without finding any market. The plaintiff himself communicated his system to the defendant to induce it to employ him, and thus used it as an attractive adjunct to his own self-commendation or in corroboration of it. He could not induce the defendant to "adopt this system and the writer with it." Yet as the defendant acted upon the hint the plaintiff gave to it, and found it profitable to do so, the plaintiff asks the defendant to pay him a percentage of its profits. We do not think the complaint states a cause of action.

The same result was arrived at by the Supreme Court of New Jersey in a suit brought by a man named Haskins against Thomas F. Ryan. Haskins alleged that he had conceived a plan for combining the white lead interests in the United States, which he disclosed to Ryan in the hope that Ryan might think well of it, and in the expectation that he would

Right kind

The kind
of women
that The
Woman's Home
Companion
is made for—
the kind
that it attracts—
are the best kind
to make
customers
for the
advertiser.

employ the plaintiff in carrying it out. Mr. Ryan thought so well of the plan that he proceeded, through other instrumentalities, to combine the white lead producers on the plan suggested by the plaintiff, but without paying the plaintiff anything. The plaintiff then sued.

"These ideas," said the court, "depended for their realization upon the concurring minds of many individuals and were not Haskins' exclusive property after communication. Undoubtedly ideas if valuable or even thought to be valuable (supposing them to be such as the law approves of), may be the subject of bargain and sale. They may be the subject of contract, but they must be protected by contract. Their originator cannot give them out, and then sue for an indefinite share of profits which some one else may make out of a venture in which he seeks to embody or utilize them."

Ideas or schemes, as distinguished from some tangible form into which they may be cast, cannot be monopolized after publication even under the copyright statutes. The literary or artistic form which clothes the idea may be monopolized, but not the idea itself. This is well illustrated by the cases which have arisen over the alleged infringement of books concerning systems of shorthand and methods of bookkeeping. In one case it was held by the Supreme Court of the United States that where a man wrote a book, in which he described and illustrated a method of bookkeeping and published specimen ledger pages, and had copyrighted the book, he had a right to the book as a literary work and could enjoin a publication of it, but that his copyright gave him no monopoly in the bookkeeping system described in it, and that others were free to use the system disclosed and to rule ledger pages in conformity with it. The same ruling was made with respect to the Pitman Shorthand System. The book describing and illustrating this system was copy-

righted by the originator of it. The court held that the copyright protected the book as a book merely, so as to prevent the making of unlicensed copies, but that the system of shorthand which it described could be used by any one.

It must, therefore, be regarded as settled that copying or using an advertising plan, scheme or method (in the absence of breach of contract express or implied) as distinguished from copying or imitating the embodiment of it does not constitute an infringement of copyright or the violation of any right of property secured by the common law.

(To be continued)

—♦♦♦—
A CHANCE TO DO GOOD AND GET PAID FOR IT

CHARITY ORGANIZATION DEPARTMENT
OF THE RUSSELL SAGE FOUNDATION
NEW YORK, Oct. 25, 1912.

Editor of PRINTERS' INK:

Because of an advisory relation to several hundred charity organization societies in this country in regard to their financial publicity, I find myself now with requests before me from three of these societies that I help them to secure men whom they can employ on full time salary for the above named purpose. They will pay from \$1,500 to \$3,000 or perhaps \$3,500 a year. I have almost no one to recommend and it has occurred to me that I would be doing a service to certain readers of your magazine, as well as to the societies whom I serve, if in some way through your columns I could call attention to the opening which I believe exists in this line of work for young men with advertising sense. They would have also to be men with what we social workers call a "social" sense, and men who would consciously enter a line of work in which men of equal ability are less well paid than in commercial life.

My question is whether my presentation of this to your readers should be as a paid notice in your advertisement columns or in the form of a letter in your news columns. I so thoroughly agree with your fight against the back-door methods of the press agent that I do not wish to violate established ethics in connection with the above proposal.

FRED S. HALL,
Associate Director.

—♦♦♦—
Robert W. Mitchell, 303 Record-Herald Bldg., Chicago, has been appointed Western representative of the Associated Medical Publishers (the "Big Six").

107,000 Replies from An Advertisement

Extract from W. W. Garrison's News Article
in PRINTERS' INK, Oct. 3, 1912

A certain manufacturer of a food product some time ago was utilizing straight "general publicity" advertising in newspapers and magazines. He once ventured the assumption to his advertising man that experience had proved that if it was possible to get his goods into any household for a single trial, they would become the regular purchase of the housewife—in seven cases out of ten.

The advertising man got up large newspaper copy telling of the coming gift of a package of this product, describing it and telling its merit, and stated that on a certain date and on a certain page in "this paper" the coupon would appear. Other advertisements along this line followed at intervals.

The final ad was the largest of all, and contained the coupon, which was to be clipped out, handed to the grocer with the housewife's signature, on the bottom, and in return she was to receive the free package.

The scheme was brought to the section surrounding Chicago. In one Sunday paper it brought over one hundred and seven thousand coupons from the Chicago market. That was over 17 per cent of this paper's entire circulation, and the coupon ad appeared but once.



THIS PAPER WAS THE Chicago Sunday Examiner

which then—as now—led all other Chicago Sunday Newspapers by 200,000 circulation.

M. D. HUNTON
220 Fifth Ave.
New York

E. C. BODE
Hearst Bldg.
Chicago

Dripping water may wear away a
but a stream of water will do it.
Persistency is needed in either case
force with it means quick results.
Why wait to gather headway?
Poster Advertising is not the still
voice but the Clarion Call.

*Use any good advertising, but base it on that advertising
Write us for an estimate showing the moderate cost of P*

POSTER ADVERTISING

1620 STEGER BUILDING

OFFICIAL CITATION

Associated Billposters' Protective Co.	147 Fourth Ave., New York City
N. W. Ayer & Son.....	300-308 Chestnut St., Philadelphia, Pa.
George Batten Co.....	Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City
A. M. Briggs Co.....	1108 Hippodrome Bldg., Cleveland, Ohio
Geo. L. Dyer.....	42 Broadway, New York City
Mahin Advertising Co.....	Monroe Bldg., Chicago, Ill.

away a stone
I do it sooner.

either case but
results.

lways?

they are still small

Poster Advertising

is persistent—it is incessant—but
it is also big, powerful, dominating.

that advertising which at one stroke reaches everybody.

derates of Poster Advertising. Guaranteed Service.

ADVERTISING ASSOCIATION CHICAGO

OFFICIAL EDITORS

City	Massengale Advertising Agency	Atlanta, Ga.
City	Ivan B. Nordhem Co.	Bessemer Bldg., Pittsburgh, Pa.
City	John F. Sheehan, Jr.	653 Pacific Bldg., San Francisco, Cal.
City	The Crockett Agency	Maison Blanche Bldg., New Orleans, La.
City	George Enos Throop, Inc.	1516 Tribune Bldg., Chicago, Ill.
Ill.	Henry P. Wall	John Hancock Bldg., Boston, Mass.

NEBRASKA'S RECORD CROP YEAR

This great agricultural state has produced more wealth this year than in any previous year of its history.

A magnificent corn crop has matured and ripened and is now safe from damage. A 50-million bushel wheat crop is going out to market. All other crops are abundant and prosperity is evident on every hand.

**Why not advertise where people
have money to spend?**

You can reach Nebraska buyers through

The Lincoln Daily Star

A newspaper that is respected by its readers. The Star has the largest circulation of any newspaper in Lincoln, and the largest circulation in Nebraska of any newspaper published outside of Omaha.

Eastern Representative
Robert MacQuoid Co.
Brunswick Bldg.
New York.

Western Representative
Horace M. Ford
1048 People's Gas Bldg.
Chicago.

Poster Advertising in Chicago Means Assured Success

You keep the cash register ringing when you
post Chicago and reach the millions
of the richest city in America

American Posting Service

B. W. ROBBINS, President

757 West Jackson Boulevard
Chicago, Ills.

THE "BIG STORE" AND ADVERTISED GOODS

WHY THE MANUFACTURER CANNOT HANDLE THE DEPARTMENT STORE AS HE DOES THE SMALL RETAILER — IS THERE NO "GET TOGETHER" BASIS?

By Roy W. Johnson

Right at the start of any discussion of the relations of manufacturers of branded goods and the big stores, it is necessary to point out a very real conflict of interests. It is all very well, and very true, to tell the small dealer in groceries or drugs, or notions that his interests and the manufacturer's interests coincide, because he can sell nationally advertised goods so much more easily and more cheaply. The good will inherent in the manufacturer's brand is an asset to the small dealer, and he can afford to cultivate it. But in the case of the large store, it doesn't work that way, for the following reasons.

As Charles Coolidge Parlin, manager of the Division of Commercial Research of the Curtis Publishing Co., pointed out before the Advertising Men's League of New York recently, the big dry goods and department stores are usually found in groups of three or not at all. The city of a hundred thousand up will have three or more such stores, while the city or town below that population will not have any store in the department store class. This comes about, as Mr. Parlin explained, from the feminine desire to compare values, or to "shop."

Now in the case of the small store, the owner can turn the manufacturer's good will to his advantage, because he adds to it the personal relationship with his customer, or the convenience of his location, or the promptness of his service, or any one or more of the things which lead the housewife to do most of her small-store trading at one place. But the big store which has almost invariably no personal relationship with its customers, no

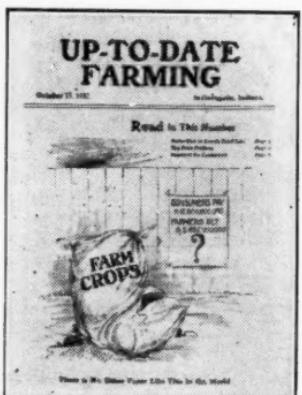
important advantage of location or service over its immediate rivals, and which must depend very largely upon comparative values for its trade, finds that the good will of nationally advertised brands is of no help whatever as against a rival store which can give precisely the same values. Generally speaking, and referring to a majority of the trade, the big store must get its business in one of two ways: by offering and giving better values (at least what *seem* to be better values) or by selling satisfactory goods which are identified with a name which belongs to the particular store. Which introduces the private brand as an inevitable accompaniment of the big store.

A concrete example may serve to make this clearer. A woman wants to buy a ready-to-wear suit, a corset, silk hose and various less important articles. She gets off the elevated at Herald Square. Macy's, Gimbel's and Saks' are right in front of her. A block away are McCreery's and Altman's. Further down Sixth avenue are more large stores.

The suit is the most important article on her list, so she starts to compare values in suits. She visits four stores, or maybe five, since quite an expenditure is involved. By the time she has made up her mind which of the five stores gives the better suit-values that day, she is tired. She hasn't energy enough to shop any more, and she buys everything on her list at the store which sells her the suit.

Now, if the store sells her a Nemo corset, Onyx hose, and other nationally distributed and advertised goods, her repeat orders for the list can go to practically any store in the group. But if she buys a private brand corset, and private brand hose, any repeat orders must come back to this particular store, because she cannot get the label anywhere else. It is practically the only means the big store has of holding onto the great mass of "shoppers."

To sum it up briefly, there is a real conflict between the interests



Conquering the Markets

"I follow the advice of UP-TO-DATE FARMING in marketing. My neighbors sold their corn at 50 cents a bushel, but I trusted my paper and in a few months sold at 75 cents, an extra profit of \$500 on my crop."

When farmers, producing all kinds of crops, write this way, are we not justified in claiming that UP-TO-DATE FARMING has conquered the markets?

Mr. Advertiser:

This is an example of what thousands of farmers are doing who read this paper.

MONEY is the measure
of successful farming.

Readers of UP-TO-DATE FARMING get more money for their crops.

Fish where there are fish.

UP-TO-DATE FARMING

1st and 15th of Each Month

INDIANAPOLIS

of the manufacturer and the interests of the big store. Manufacturers' good will injures the big store more than it helps, because it draws possible purchasers away from the store brands, while the big store's good will hurts the manufacturer in ways which are perfectly obvious.

A good many writers have frothed at the mouth about the big department store, just as they do about the catalogue house. The big store was putting the small dealer out of existence. It was foisting inferior goods upon the public, the "bargain system" was a crime, and so on. But as long as the big store is here, we are dealing with a condition and not an ethical theory. Those manufacturers who can get along just as well without department store distribution can afford to choose whether they will go after it or not. The others, who simply must have it or go out of business, can benefit from knowledge of the department store's problems just as the latter can profit from a knowledge of theirs.

The most important accusation brought against the department store, is that by its adherence to the private brand it increases the cost of goods to the consumer. The manufacturer of a nationally advertised brand of shoes, let us say, has an output of several million pairs a year. His manufacturing processes are standardized to the highest possible degree, and since the shoes shipped to San Francisco do not differ in any particular from those sold in Boston, he is able to supply the highest possible quality within a given price.

The department store can buy the nationally advertised shoe to retail at \$3 for around \$1.96 a pair. The buyer goes to a private label shoe manufacturer and says: "Give me a shoe like that for \$1.96. Make it up with blue linings, and put it up in blue boxes to fit the color scheme of our shoe department."

"I can't do it for the price," says the private label manufacturer. "The best I can do it for would be \$2.15. But there's no

reason why you shouldn't sell it for \$3.50 instead of \$3. It's good value for that."

In others words, if the department store wants private label goods of equal quality with manufacturers' brands, and wants them in distinctive packages as a great many stores do, it has to pay more for them, and added cost is passed on to the consumer.

At least that is what more than one national advertiser says. On the other hand, some of the big stores claim that there is actually more quality in their private label goods than can be found in the manufacturers' brands. They admit the argument about standardization, and admit that the national brand manufacturer could give better quality if he wanted to. But they claim that he doesn't want to, because he is looking for a big profit himself. He wants the dealer to handle his goods at a twenty-five per cent profit when it is costing the latter twenty per cent to do business. And when the item of freight amounts to three or four per cent, as it does in many Pacific coast cities, the dealer can't get an extra cent for the goods because the manufacturer has advertised the consumer price.

As a matter of fact department stores do carry most advertised lines, but do not make any effort to sell them. In fact the effort is usually the other way, especially when the goods are of such a nature that the element of personal service enters into the sale of them. A woman going into a corset department and asking for a nationally advertised brand of corset at a dollar or a dollar and a half would probably get exactly what she asked for. But if she asked for a five or ten dollar corset—the purchase of which usually involves fitting—the saleswoman would lay out a specimen of the brand called for, and also one of the store's private brand. The brand asked for would be tried on first, but the private brand corset is likely to be so comfortable under the skilled fingers of the fitter that the customer changes her mind.



Your life would be "one grand, sweet song," Mr. Space Buyer, if every newspaper would offer you a guarantee like that of

The Memphis Commercial Appeal

"The South's Greatest Paper"

Listen!

"It can be made part of the contract that the COMMERCIAL APPEAL guarantees a larger paid city circulation by carriers of 70% more than any other Memphis Daily Newspaper; a total city and country 60% more; the Sunday edition 100% the paid circulation of any other Memphis Sunday newspaper."

Bear in mind this is not an advertising claim—but a legal clause we are ready to put into your advertising contract.

Need the MEMPHIS COMMERCIAL APPEAL add further evidence that Memphis is a "one paper" city?

And a city, a territory well worth going after.

The largest grocery jobbing centre of the South, the largest inland cotton market, the centre of the heaviest timber belt.

It has seventeen railroads. And the Mississippi!

A home fleet of 175 big river steamers.

Do you wonder the MEMPHIS COMMERCIAL APPEAL covers, literally covers Western Tennessee, Mississippi and Eastern Arkansas?

At your service, any time, anywhere

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

Some of the corset manufacturers have gotten around this difficulty by having representatives do the fitting in the store, hired and paid for by the manufacturer, but acting under the direction of the store as extra saleswomen. In some cases this practice has gotten almost to the point where the manufacturers are hiring all the help in the store corset department, and they point to this as another phase of the department store problem. A demonstrator for a month or so is all right, they say, but when it comes to hiring permanent saleswomen for somebody else it ceases to be a joke.

A great many manufacturers would be interested in hearing from some of the stores on this subject. It is a subject upon which the manufacturers themselves do not care to speak out, because they do not want to risk offending some of their largest customers. Investigations among the large stores show that from sixty to eighty per cent of them express themselves as "friendly to" or "in favor of" nationally advertised goods. The manufacturers do not deny that. They say that the stores are friendly enough, and most of them are willing to carry a small stock of the goods, but they don't seem anxious to hand them out *unless* they are demanded. The attitude of the department stores will be more fully discussed in future issues.

Can anybody suggest a scheme whereby the manufacturer and the big store can line up their interests together instead of playing at cross-purposes?

DISHONEST ADVERTISER IN THE TOILS

Alfred B. Young, a stock salesman for the Potomac Refining Co., who was arrested several weeks ago on the charge of misusing the United States mails by issuing fraudulent stock advertising, was convicted of the charge on October 21 by a jury in the United States District Court of New York, and sentenced to serve a sentence of 30 days in jail and pay a fine of \$1,000. Four other officers of the company who were on trial under similar complaints were dismissed.

The arraignment of the Potomac Company officials involved the publica-

tion of literature by Young, in which was set forth what was claimed to be a fraudulent description of the company's property at Harpers Ferry, Md., and exaggerated statements of the operations of the concern. The jury found Young guilty of issuing such literature, but decided that it had been done without the knowledge of the company's officers.

The case aroused much interest because of the question involved as to how far a company may be responsible for the acts of its agents in distributing what District Attorney Hill, who acted as prosecutor, declared to be "lying literature."

LABELS IMPORTED FROM PARIS

The art of gulling the American public by selling it American-made gowns carefully sewed with fashionable Paris labels is a phase of the dry goods business that has been developed recently to such an extent as to cause much concern among honest manufacturers and merchants in this country.

Sellers of goods bearing foreign labels claim that it is possible to buy large quantities of labels from well-known Parisian distributors at a price so low as to attract many dishonest American manufacturers and still yield an immense profit to the foreign merchant. Selling a "name" in this manner has come to be a most matter-of-fact transaction among certain Paris shopkeepers, it is said, and the result is that the public is rapidly becoming distrustful of all Paris-made garments.

American merchants who import French articles of apparel are somewhat alarmed over the situation, but it is stated that they have been unable to obtain any relief, since the Government officials cannot object to the importation of the labels, nor can they prevent their being used fraudulently. One of these merchants, a New York tailor and dressmaker, voiced his sentiments recently as follows:

"These labels can be purchased at a minute's notice. I am not trying to 'knock' Paris, but I want Paris to remain Paris, and I want the great modistes there to prosper. I want Vienna and Berlin and London to prosper, but I also want New York to be fairly recognized. I bought these labels from a man who came in here to sell me some labels for my own use with my own name on them, and when I told him I did not need any he said:

"All, if you won't buy any of these I have some here that you will buy." Then he produced these alleged French labels, which I bought for curiosity's sake.

"I feel that when I expose this cheat, this fraud by which dishonest manufacturers are enabled to make garments here in New York and give them a Paris label," Mr. Green said, "I am doing a favor to the modistes of Paris and to the honest importers who are willing to pay the high United States tariff duties and transportation charges to bring in the foreign goods. I want to see New York garments known and fairly sold as local creations and not hidden under a spurious Paris label."

We are **POSTER** **SPECIALISTS**

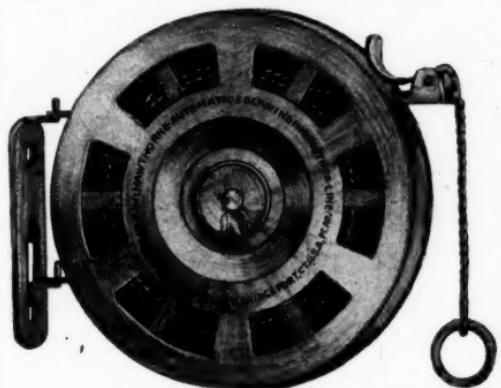
**We do but
one thing,
Display
POSTERS**

Is it not the most natural thing that this concentration of energy aided by experience will work out a complete showing for our clients? Many realize the benefits of this single interest treatment.

POST the ST. LOUIS DISTRICT?

ST. LOUIS POSTER ADVERTISING CO.
631 South Sixth Street, ST. LOUIS
4th City

Mr. Newspaper Man—I'll wager you a **HAWTHORNE AUTOMATIC SELF-WINDING CLOTHES LINE** against a month's subscription to your paper, that if you'll take home this handy labor-saving device, your wife will not allow you to take it away.



Then use your good judgment—wouldn't this make an ideal premium for your paper—a circulation getter?

It's brand new; there isn't one in your town or city as yet, but they will soon be there
—BE FIRST.

Send \$1.00 for sample and illustrated book with special prices.
Money will be refunded on receipt of sample.
Agents wanted everywhere.

HAWTHORNE MANUFACTURING CO.
46 SPRUCE STREET BRIDGEPORT, CONN.

OFFICIAL INTERPRETATION OF POSTAL LAW

As stated in last week's PRINTERS' INK, the letter sent to the Third Assistant Postmaster General requesting certain official rulings on questions arising from the new postal law was answered by a statement that such rulings could not be made until definite cases came up. Four days later, however, the following letter was received, which answers substantially all the questions asked:

POST-OFFICE DEPARTMENT
THIRD ASSISTANT POSTMASTER GENERAL
WASHINGTON
OCTOBER 21, 1912.

MR. J. I. ROMER,
Editor of PRINTERS' INK.

Relying to your communication of the 14th instant, regarding the construction of paragraphs 2 and 3, section 2, of the Act of August 24, 1912, * * * I have to inform you, that the words "other security holders," in the requirement that the statement shall show "the names of known bondholders, mortgages, or other security holders," include all holders of bonds, mortgages, notes, debentures or other evidences of debt, or promises to pay, whether registered or unregistered.

The words "average number of copies * * * sold or distributed to paid subscribers during the preceding six months," include the average number of copies of each issue of a daily publication sold or distributed to persons who have subscribed for one or more copies for a definite period, whether circulated through the mails or otherwise. Copies consigned to news agents for sale or distribution, without an agreement for a definite number for a definite period, and copies furnished advertisers in proof of the insertion of their advertisements, should not be included as copies sold to "paid subscribers," but subscription copies purchased outright by news agents should be included in the statement, regardless of the disposition made of them.

Relative to the term "other similar publications," following the enumeration of "religious, fraternal, temperance and scientific publications, all of which are exempt, you are informed that this means publications having a similar or analogous purpose to those named, such as strictly historical, literary, or professional publications. These, as well as those specifically named, must be such in the very fullest sense in order to entitle them to exemption, that is, they must be wholly, or in every material particular, devoted to religion, fraternity, temperance, science or "other similar purposes."

The requirement that publishers shall return the names and addresses of stockholders, mortgagees, bondholders, and other security holders, owning one per cent or more of the stock, is construed to mean that where such hold-

ings are by a trustee, the name and address of both the trustee and the beneficial owner or owners must be reported.

The requirement that editorials, or other reading matter, for which money or other consideration is given, promised or accepted, shall be marked "advertisement," is penal in its nature and would, in a case of actual violation, be construed by the courts, but, in my opinion, it includes all cases where anything of value is received by the publisher in payment for the insertion, and since books and theatre tickets are things of value, if they are given as compensation for printing a notice of a book, or a theatrical criticism, such notice or criticism should be marked "advertisement."

(Signed) JAMES J. BRITT,
Third Assistant Postmaster General.

Any injustice which the law may work to certain publishers because it excludes returnable newsstand copies, etc., from the official statement, may be counteracted to a certain extent by the method described in the following letter:

THE TROY "RECORD,"
TROY, NEW YORK.
OCTOBER 24, 1912

Editor of PRINTERS' INK:

Publishers, and advertisers as well, have differed widely as to the definition of the word "circulation," but there is no denying the fact that the tendency of late years is toward net paid circulation. To my mind "net paid circulation" can mean but one thing and that is circulation for which cash is received at regular rates.

I enclose a clipping which is published on the editorial page of the *Record* every day. You will see from this clipping that we give our gross circulation for each day, make our deductions and show our net paid daily average. In doing this we give the advertiser all information regarding our circulation and he has the figures before him, whether he is buying space according to gross circulation or net paid circulation. The *Record* has always believed that an advertiser is entitled to know just how much and what kind of circulation he is buying and, for that reason, we have always made both net paid and gross circulation statements, although we have not always published both in our columns.

D. B. PLUM.
Business Manager.

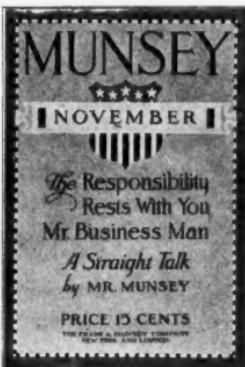
Though the Government requires the printing of *an exact copy* of the statement made on the blanks furnished by the Post-office Department, there is nothing to prevent the publication of a supplementary statement in which the publisher gives the total circulation to which he is entitled according to the customary standards.

The Advertising Club of Denver has adopted a set of resolutions in which it endorses the provisions of the law which refer to statements of ownership, circulation, etc. It urges the strict enforcement of the law, and provides for the transmission of a copy of the resolutions to President Coleman of the A. A. C. of A. with the request that it be endorsed by the Executive Committee of the Association. Furthermore, it "recommends to all advertisers in the United States that on and after December 1, 1912, no contracts for or purchases of advertising space be made with any publication * * * unless said publication has complied with the clause of this law relating to circulation statements."

Perhaps a reminder to the Denver Ad Club that an ounce of discretion is worth a ton of resolutions would not be amiss. Louis Wiley, president of the Daily Newspaper Club, thus characterized the law in a speech before the Washington Ad Club:

If this provision of the Appropriation bill is permitted to remain upon the statute books of the United States, and if the Supreme Court of the United States in its wisdom shall follow precedent and declare that the power of Congress over the Post-office Department is "plenary, absolute, and exclusive," and that those are not words of limitation subject to judicial interpretation as applied to enactments of Congress relating to the Post-office Department, then, and in that case, it is but a short step for Congress to empower United States marshals, backed by a corps of accountants, to invade the offices of newspapers, magazines, periodicals, and other publications to determine upon investigation of the books and the accounts on file in those offices whether or not the statements made are true and that no perjury has been committed. When that is done, and this system of domiciliary visitation is authorized, we will have upon our statute books practically the law of the second year of Charles II (1662) for the regulation of newspapers, magazines, periodicals and other publications in England.

The cases of the New York *Journal of Commerce* and the *Morning Telegraph* to test the constitutionality of the law were advanced on October 28, by the Supreme Court, for final hearing December 2.



MUNSEY'S MAGAZINE
prints A Xmas Directory for small space advertisers with heading and decorations in color.

No extra charge.

December Munsey closes Nov. 4, on sale Nov. 25.

Time enough for Xmas Business.

The Frank A. Munsey Company

175 Fifth Ave., New York

A WORD ABOUT SOLICITORS

ENGLISH WOOLEN MILLS CO.
CLEVELAND, O., Oct. 5, 1912.

Editor of PRINTERS' INK:

Through *PRINTERS' INK* the writer wishes to ask every brother business man if we cannot immediately and indissolubly unite for the discouragement and suppression of the handshake nuisance—the solicitor who blithely pokes his mitt into our faces while announcing his own name before that of the house that pays him?

There is a legitimate feeling of resentment and aggravation when a total stranger uninvitedly presumes upon the delights of spontaneous acquaintance, often engendering a wave of wrath—and contempt, too—when the fresh guy gets up on his ear and sputters in more or less mock offended dignity if the proffered hand is, as politely as possible, ignored.

It is all wrong. Business is business and not in any sense addicted to mawkish sentiment. Solicitors are as pawns in a game of chess—until the king row is reached. A business call made in person is in no sense different from a business call over the telephone or a business letter sent through the mails. True, acquaintance, good fellowship and even sincere friendships frequently follow in due course of time—but it is distinctly bad taste, if not ill breeding, in a stranger to reverse the order when making an initial call and expecting the man at the desk to fall upon his neck with impulsive joy. The handshake is a mark of welcome and is only properly proffered by the party called upon.

I have "offended" a great many of these cocky gentry by not seeing the extended palm of hypnosis and am minded to deal more pointedly with future nuisances.

Occasionally a chap comes in who reaches out to you in sheer delight at making your acquaintance, who, let us say, is not without quick wit and to whom a few words of mild explanation will be as light in darkness. He, then, is grateful if you extend your hand at parting, for he has learned his lesson and is thereafter unlikely to become a pest.

Not long ago a breezy lad called on me representing a large Boston firm of lithographers. He would have had an audience; but, because I kept my hands down (I was also engaged with another caller at the time, by the way) he sputtered out tumbling words of rage to the effect that "if I was that kind of a cold-blooded person he didn't care to do business with me (*sic!*)" and loudly slammed the door. That, I should say, is scarcely what his house expects him to do when calling upon trade that is new to him.

On the other hand, there is a well-known firm of business book publishers in Chicago that seemingly teach their young men to paw the air and waste time in preliminary sociabilities as a form of business getting—for they all do it. The first one to practise on me got mad and went to the president of our company. The second blushed and

saw the point. The third also saw the light (though less gracefully)—and both second and third went away with their subscription renewals. If a fourth tries the trick next year I fancy I shall tell him to go and tell his house not to send here again until they send some one who will not insist upon a handshake as a cocktail to business. In this respect, if my suspicions are correct, their system is all to the bad.

We desk executives are not paid to fritter our time away on formalities with uninvited and unknown callers whose business may quite invariably be judged as of inverse importance to the importance they give themselves. A decent pleasant greeting is due everyone who has not earned something more cordial—which usually comes in time—with no privilege of offense, which is excusable only where he is sent away with ill-tempered or dyspeptic rudeness. We sink our identities into the impersonal identities of our houses. Why should not callers? Are we expected to be martyrs? For one I can see no advantage to my house in this quality. If such martyrs were useful at all I would hire one to meet all comers at catch weights.

In the words of the astute Tweed, "What are we going to do about it?"

WILLIAM HENRY BAKER,
Secretary.

No one deplores more than the better class of solicitors themselves the conditions described in the above letter. It is undoubtedly true that there are men out soliciting advertising who are unfitted for the business by reason of temperament, lack of training and unfamiliarity with the social amenities. The good solicitor,—that is, the man who knows how to meet and talk with gentlemen properly, and who has something worth saying after he *does* meet them,—is handicapped by having to come into competition with the type of men referred to by Mr. Baker. The fault is, of course, with the principals who thoughtlessly turn loose on the helpless advertising community, men unsuited to represent any high grade proposition. Business men who have had their time repeatedly wasted by solicitors of this type are not in the best frame of mind to listen to an intelligent solicitation and if occasionally they seem to be abrupt, due allowance should be made for what they have had to endure.

Within the last few years, there has been a very marked improvement in the type of advertising solicitor and *PRINTERS' INK* is

glad to be able to record the fact. Last summer, the editor attended an outing of the Representatives Club, and was deeply impressed with the clean-cut, alert, well-posted young men who are now on the firing-line. The editor, whose experience in placing important advertising accounts goes back over twenty years, is glad to see that publishers of high-grade mediums recognize that it pays them to send out only representatives who can give a good account of themselves whether in a business conference or in ordinary social relations.—[Ed. PRINTERS' INK.]

SCIENTIFIC ADVERTISING—
HOW SOON?

Editor of PRINTERS' INK:

It is needless to tell you that PRINTERS' INK is seized upon with avidity, by those of us who are interested in advertising, the moment it makes its weekly appearance in the mails. In fact, we have already canonized two days of the week, in accordance with the amount of interest which centers about our reading; namely, Thursday is looked upon as *Saturday Evening Post* Day, and Saturday, as PRINTERS' INK Day.

And yet, in spite of all this reading, comment, and mouth-to-mouth discussions, which always go on where "two or three are met together," it has often seemed to me that our profession is one of the strangest in the world, although it is, paradoxically, most commonplace.

At lunch the other day with a couple of very level-headed agency men, we fell to talking shop, of course, and somehow we all came to the same conclusion: that the *more we learned the less we knew*. It is not a new thought, of course; and it has often occurred to me that many an advertiser, whether writer, solicitor, or the man who pays the bills, must have cried out in the privacy of his own mind: "Oh, for a bureau of advertising research or some similar institution, whose great and national function it would be to collect data, classify it, and evolve their fundamental laws, so far as human nature will permit, and otherwise serve as the great court of final appeal to the man who would venture on the high seas of Publicity!"

When you consider the appalling fact, so repeatedly mentioned, that \$600,000,000 are spent every year for advertising on the basis of scarcely fifty per cent efficiency, it is certainly enough to make one pause and think.

Publicity Dept.

It is a practical thing to try to throw more light on the advertis-



Significant for general advertisers

THE NASHVILLE DEMOCRAT

does not believe in boastful arithmetical pyrotechnics. It feels in duty bound, however, to advise "Advertising Navigators" of its

Remarkable Progress in local display advertising

Its gains in the past ten days (this is written October 6th) as compared with last year and with corresponding gains of its local contemporary, lead the latter by 87%.

This is the fact—endorsement of the leading local advertisers. They are on the ground; they want, and can judge, results. It is *their* testimony, for which they pay and are glad to pay,—truly a case where "money talks."

What makes these figures all the more significant is that the NASHVILLE DEMOCRAT was just a year old in September.

It was born "Man's size" and has been doing a "Man's job" ever since.

It will do the same for you if intrusted with your message to the residents of Nashville.

Will you let us submit the circulation audit of the American Advertisers' Association and further information?

At your service, any time, anywhere

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

ing problem. That is what PRINTERS' INK has been trying all these years to do, what the Association of National Advertising Managers, and some clubs of the A. A. C. A. are trying to do, each after its own fashion, as well as many other kinds of publications, organizations, agencies, colleges, and what not else.

Any sort of a concerted or cooperative effort on the part of these agencies will produce some results, more or less valuable. But can it make advertising scientific—enable it to declare that when certain definite things are done other definite things will follow—in definite amounts and in a definite time? Or can they teach us even how to approximate that? Well, we are not extremely hopeful of an early announcement to that effect.

In his recent book on "Scientific Management," F. W. Taylor tells how it took twenty-six years of experimentation at a cost of between \$150,000 and \$200,000 to discover a scientific way of cutting metals. All of this investigation was necessary because the "answer in every case involved the solution of an intricate mathematical problem in which the effect of twelve independent variables had to be determined."

These variables were the quality of the metal to be cut, the chemical composition of the steel, the thickness of the shaving, etc. Every one of these was a measurable thing. Mighty few things about advertising are measurable. Volume of circulation, perhaps, size of space and a few things like that—which are absolutely meaningless unless taken in connection with other things. None of these variable factors in metal cutting are mental. Most of the factors in advertising are mental. And their variability is almost unlimited. In fact, the one law or principle that it is safe to deduce from a study of advertising is that it is variable.

Complicate this variability of the factors of advertising with the indifference or hostility of some of the persons who must be depended on to co-operate in the

furnishing of necessary data, and you have an idea as to what chance there is of getting anything like an exact account of what advertising can invariably be depended upon to do.

Advertising and selling are not, at this writing, what you might call altogether disinterested transactions. There is, it is true, a good deal of what is called service mixed in with the profit-making motive, but it subserves and largely is meant to subserve profit. It is simply more advanced competition. Business is commercial war, in the eyes of most business men, and war, in the words of genius, is the science or art of "getting the mostest men there fustest."

A science which is not available for several years and then is available to all may be a very good thing for society, but it does not inspire the individual advertiser, *as an advertiser*. He might feel compelled to spend his money for information to keep on even terms with other advertisers but would spend it with a great deal more enthusiasm if it were exclusive information or such as to *give him an advantage* over his competitors in the struggle for business. And so he generally concludes to do it himself or get it done for himself and not for society.

It is always the old question of "getting the mostest there fustest." So-called scientific research and its results might and probably would improve conditions, but for the business man, that is another story—he is a business man and not a reformer.—
[Ed. PRINTERS' INK.]



TOWNSEND WITH DEBEVOISE COMPANY

Charles H. Townsend, formerly advertising manager of Brown, Durrell Co., New York, has just been appointed to a similar position with the Charles DeBevoise Co., Newark, N. J., manufacturers of DeBevoise brassieres.

A. P. Payson, whom Mr. Townsend succeeds, sailed recently for London to assume charge of the English interests of the Charles R. DeBevoise Co.

Farm Stock Home

Minneapolis, Minn.

is different from the general run of farm papers. It does not attempt to attract advertisers or readers on any other basis than service. It is the

Farm Paper of Service

with a circulation in excess of

105,000

It sells advertising at *40 cents a line flat.*

95 per cent of its renewals this fall are for three years without any premium inducement outside of the paper itself.

People do not subscribe for a paper for three years in advance unless that paper appeals to them as being of actual dollars and cents value to them. These are the kind of readers you want to reach.

Representatives.

New York, N. Y.
A. H. Billingslea,
No. 1 Madison Avenue,
Chicago, Illinois.
J. C. Billingslea,
816 First National Bank Bldg.,
St. Louis, Mo.
A. D. McKinney,
Third National Bank Bldg.,



ADVANTAGE TO ADVERTISER OF PRIVATE PRINTING PLANT

CONVENIENCE AND SAVING OF TIME WHERE RUSH ORDERS ARE THE RULE—ECONOMY FOUND TO BE APPRECIABLE IN LARGE ESTABLISHMENT—CONDITIONS ON WHICH THE PRIVATE PLANT MAY BE MADE TO PAY

*By Frederick Arnold Farrar,
Adv. Mgr. Adams & Elting Co., Chicago.*

Is it advisable for a large advertiser to operate his own printing plant?

One of the greatest advantages we find in maintaining a complete printing plant in connection with our advertising department is convenience; the fact that a few labels (stock or something new) may be turned out at short notice to care for rush orders. If a certain advertising feature or small campaign is decided upon, and booklets, circulars, or other literature is needed, the campaign can be launched with practically no delay.

If, for instance, an important announcement is required, or a new and advantageous point is discovered, our salesmen, jobber's salesmen, and the trade in general may be reached at once, enabling them to take every possible advantage of the new idea immediately.

Great convenience is contributed by the fact that new salesmen may be supplied with their stationery and business cards without delay. Where color cards are imprinted with the dealer's name as distributor, they can be prepared so as to go with the goods, even if shipped the same day as receipt of order.

If labels on a certain line are found low, orders need not be delayed by the usual inconvenience and time lost in going outside for a fresh supply of certain sizes. It has also been the writer's experience in getting quotations outside, even for large editions, that we can turn the work out much cheaper in our own plant.

If new copyright or trade-mark laws are established, or our factory requires any special printing, or a new trade-mark is to be introduced it can be incorporated on the packages without delay.

We have a great deal of city trade among the larger stores, and if any special window trims are to be arranged or special exhibitions made, they can be featured on printed cards, etc.

Some years ago we established our printing department with two small presses; from that we have grown to a big Whitlock cylinder and five Gordons. On the larger press we are able to issue all of our three, four and five color work. This larger press also enables us to print many labels of various sizes at one time. Also where hundreds of thousands of booklet covers, etc., are needed, with the aid of additional electro-types the number of impressions can be materially cut down by running several at the same time.

In addition to printing millions of labels to care for our many Ad-el-lite Paint Specialties, we issue an elaborate house-organ each month, and print all of our color cards, posters, hangers, catalogues, special booklets, billing systems, envelopes, some of our stationery, large mailing cards, large dealer's folders, etc., etc.

We are gradually working into uniform labels both in the matter of design and color, and by purchasing uniform stock and always the same ink, various literature is kept matched. An advantage is also gained in paper and ink purchases as the printer's profit on stock is eliminated.

In connection with our advertising department we also have a large color card plant, in which all painted chips are prepared for color cards, and by thus working hand in hand with the printing department delays are reduced to the minimum, and work suitable to our requirements guaranteed.

A knowledge of costs is the foundation of profit. If this is well understood and adhered to, private printing plants can be made to pay.

At the head of such a depart-

ment, however, must stand a man who has worked from the ground up and knows the difficulties of the business. He must have a fondness for his calling, and be guided by ceaseless study of economics, and the practical as well as artistic sides of the printing business.

Many of the large manufacturers in our line are establishing printing departments, and the value of the "private plant" is appreciated by all those who go under the surface and build from understanding.

PLANS FOR ADVERTISING EXHIBIT

The Committee on Display, of the Associated Advertising Clubs of America, which has changed its official title to the Committee on Exhibits, made its first corporate journey to Baltimore, October 18, to look over the ground for the June 1913 convention. Those who made up the party were Lewellyn E. Pratt, Richard H. Waldo, Frank E. Morrison, M. L. Havey, J. W. Adams, H. B. Hardenburg, Sam E. Leith, of New York, and Theodore Gerlach, of Joliet, Ill. They were met at Balmoral by Grafton B. Perkins, chairman of the committee.

A detailed examination of the Fifth Regiment Armory, where the convention will be held, was made, and it was found that the edifice adapts itself admirably to the needs of the event. The display of exhibits will be arranged about the armory walls, instead of in rooms apart from the meeting place as in former conventions, and the various committee meetings will be carried on in regimental company quarters adjoining the hall, it was decided. The hall will take care of about 18,000 people.

The committee was entertained by the Baltimore advertising club, which reported that it has already raised \$15,000 for the expenses of the convention, and is still at work on the fund. The club assured the committee of its hearty cooperation in every detail.

In apportioning space for its exhibits the committee decided to include a carefully selected display of foreign advertising and appointed Mr. Perkins a committee of one to superintend negotiations to get examples of the best advertising to be obtained abroad.

Dr. R. M. Sterrett was formerly with the Postum Cereal Company, Ltd., instead of with the Kellogg Toasted Corn Flake Company, as was inadvertently stated in a recent issue of PRINTERS' INK. He is now with Hill & Tryon.

Franklin P. Alcorn has been appointed Eastern representative of the Marion, Ind., Chronicle.



The "Horse Power" of the Dollar

in the city is not so great as in Small Towns (of 5,000 and under) where you find 80.2% of the circulation of



"America's Greatest Family Weekly"

The man with say \$1,000 income in the city is poor, whereas the man with a \$1,000 income in the small town is "well fixed."

It costs more to live in the city, and the excess consists in expenditures that are hopeless for the advertiser — higher rents, car fares, greater cost of "looking respectable," greater necessity of expensive diversions, etc.

Most of the Small Town folks are home owners—the most desirable kind of consumers.

Over a quarter of a million such families read GRIT every week.

They pay its local agent 5c a copy, 52 times a year—more than the yearly subscription of the average magazine.

GRIT is to them what the popular metropolitan paper is in the city.

In most cases GRIT is the only publication they read regularly.

You can buy this sworn circulation of over 250,000 copies (average first seven months of 1912) for 75 cents a line, 0.003 per M.

We can show you tangible evidence of its pulling power.

Does that move us up a little closer to the partition in your ante-room?

At your service, anytime, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

SHOULD WE LOVE OUR COMPETITORS?

PREACHING ABOUT CO-OPERATION AMONG COMPETITORS STIGMA-TIZED AS BEING OFTEN "ROT"—"ALPHONsing AND GASTONING" ALL RIGHT IN THE PARLOR BUT OUT OF PLACE IN THE HUSTLE OF BUSINESS

By *Frank Anderson*,
Adv. Mgr. of Barcalo Mfg. Co. (Beds),
Buffalo, N. Y.

[EDITORIAL NOTE: The following sentiments are taken from a recent issue of *Getting Together*, the Barcalo Company's house-organ.]

Of course! There are no better men in any business. But there is, or has been, a lot of sentimental rot spoken and written about co-operation among competitors. There are many points of friendly and mutual interest between competitors, and where these arise, and where a common enemy is to be faced, competitors should stand together.

But we are human. We love our competitors, but when there is an order in sight and we see some good sprinters hiking down the road after it, we are just human enough to beat them to it, if we can.

That is our policy.

Don't let us waste any time "Alphonsing and Gastoning" to each other; when we are out for business we mean business and we are willing to have our competitors know it. Time was, in our youthful days, when we believed every soft spoken competitor we met would give us half of the road and enough elbow room to make a good sprint, but we got over that after being hit pretty hard a few times. Now, we expect to get a run for everything we go after. We know that we are going to get beaten many times, but that is all in the game, and we are willing to play it and play it hard and fast and fair. But when we hit, we are going to put every ounce of energy we possess into the punch, and we expect the other fellow to do likewise.

It is the same with you dealers.

Don't you ever believe that the fellow across the street is going to hand you anything. If you get on the trail of a customer get your head to the ground and go to it. If there is but one door to go through, don't stand around and beg your competitor to go in and get the order. Dive for the door and lock it on the inside. We have known some people to enter without an invitation when we forgot to lock the door. Remember, no matter how much you love your competitor, he will always take the order away from you if he can. Whatever may be said to the contrary, always remember that competition is war. Smoke, sing, talk, play golf and boost—yes, always boost—with your competitor; but, when you see an order, drop all formality, and take it. Just fasten your fingers into it with a deadly grip and don't let go. Never mind if he calls you greedy, just hang on and laugh a little with glee, if you can't help it, but hang on.

Did you ever notice the players on rival ball teams hobnobbing and joking before the game? Ever see the old one-time teammates, but present opponents, of the big league clubs exchanging reminiscences? Then, have you noticed, when the gong sounded, how these same men, like warring giants, jumped into the fray and gave and asked no quarter, but fought each other for every inch of ground, for every point in the game? There was no hypocrisy, no false sentiment. There was war! That is why the grand old game is the national game of the best nation on earth! The American loves a manly man, a manly game, and everything that is big and open and fair.

So, don't waste any sentiment on your competitor. Play your game and play it hard—and fair. But play it. Never mind what he says or what his friends say. Hit straight from the shoulder. Let him know every minute that you are alive. Until you have developed this instinct of seizing and hanging on to an order, you can not hope to be successful. It is the very ethics of business, and

only the failures and the inexperienced sentimentalists decry it. Your salesmen are valuable only in so far as they possess it. It is what you hire them for—to get business. If they can't get it, you get rid of them and get others who can. But all must have the instinct for finding the orders. That is the very basis of salesmanship.

Love your competitor, but get the orders.

TO CONSIDER EFFICIENCY

The subject for discussion at the November meeting of the New York Ad Men's League, November 7, will be "Efficient Manufacturing and Selling Policy." The speakers will be: M. W. Mix, president of the Dodge Manufacturing Company, and H. N. Casson, of the H. K. McCann agency. Mr. Mix's subject will be, "Efficient Analysis of a Manufacturer's Sales Problems"; Mr. Casson's, "Applying the Twelve Principles of Efficiency to Selling and Advertising."

The league is endeavoring to get together a regular orchestra out of its membership.

"PROGRESS AND APPRECIATION"

TO NATIONAL ADVERTISERS

The Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

FOURTH ANNIVERSARY

THANKSGIVING NUMBER

A review by eminent writers of the most notable achievements of the year in each state and country.

The Circulation Department is preparing to handle one-half million copies—96 pages—covering cities and towns in all parts of the world.

This paid circulation goes into the homes of people of high purchasing power, who co-operate with the advertisers, and you may have this at the usual rate of 25 cents a line regardless of space.

Send your reservation at once.

THE CHRISTIAN SCIENCE MONITOR

Falmouth and St. Paul Sts., Boston, Mass.

6029 Metropolitan Bldg.
NEW YORK

23-29 Amberley House
Norfolk Street, Strand
LONDON, W. C.

750 People's Gas Bldg.
CHICAGO

1847 ROGERS BROS.

"Silver Plate that Wears"

The famous trade mark 1847 ROGERS BROS. guarantees the heaviest triple plate.



OLD COLONY
PATTERN

Guaranteed by
the largest makers
of silverware.
Send for Catalogue "P".
INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO



Here is an Absolutely Correct Showing of the Circulation of the Des Moines Newspapers

THE STATEMENTS SWORN TO BY THE RESPECTIVE NEWSPAPERS

The sworn paid circulation of the Des Moines newspapers made to the United States Government on October 1st covering the previous six months period was as follows:

Capital	... 40,716	daily average paid
News	... 37,038	daily average paid
R. & L.	... 33,171	daily average paid
Tribune	... 19,018	daily average paid

The sworn total circulation published each day in the respective newspapers on their editorial page, which includes both paid and unpaid circulation for the month of September was as follows:

Capital, September average, daily	... 43,675	total
News	Makes no statement
*Register-Leader, September average	35,470	total
Tribune, September average, daily	... 20,222	total

*Evening edition of Register-Leader.

It will be noted that The Capital's leadership is very marked. The Capital's circulation is the largest in Iowa and has been so for many years. It is this tremendous circulation among the right class of people which makes The Capital's advertising columns productive beyond any other Des Moines paper and patronized most liberally by all advertisers.

Des Moines Capital

Lafayette Young, Publisher

AN ADVERTISING CONTEST TO SECURE SALESMEN'S CO-OPERATION

YOUNGER MEMBERS OF RUG CONCERN
TAKE PART IN INTERESTING COMPETITION — CONTESTANTS GIVEN
VERY LITTLE HELP—SUCCESSFUL
ADS IN TRADE PAPERS—THE EFFECT
ON THE SALESMAN, IN THE
HOUSE AND ON THE TRADE.

How the advertising department of one big concern aroused the interest of its selling force and obtained its valuable and practical co-operation was told recently by C. P. Barker, advertising manager of Joseph Wild & Co. (Oriental rugs), New York. The results of this concern's "boys' Advertising Contest," as shown in the copy written for a series of advertisements in trade journals and in the increased enthusiasm of a dozen young men who are being educated to become salesmen for the Wild company, indicate what can be done by a firm that endeavors to "sell" its own employees first.

The object of the contest, which has just closed, was to instil into the minds of the young men of the Wild office the fact that they are actually a part of the firm's advertising department. How effectively this was accomplished is evident from the many complimentary letters received by the firm. These letters came not only from customers who saw the boys' advertisements as they have appeared during the past eight months, but from other concerns that are seeking to incorporate similar methods in

their own advertising departments.

The young men in the Wild office come into direct contact with many wholesale and retail customers. In inducing them to submit advertisements for a prize contest the boys were urged to tell their story as they would tell it to a customer, simply and without frills, choosing some distinct line and setting forth the important points of that line to the retailer. As a reward for this effort the firm offered four cash prizes and agreed to print the accepted ads, with the photograph of the originator.

The copy submitted showed exceptional study and in many points was above criticism. Mr. Barker discovered that it was necessary to overcome a certain hesitancy on the part of the force when it came to writing, but this was done gracefully by pointing out that all that was needed was a frank, terse, selling essay on the goods.

Boys' Advertising Contest

This is one of a series of eight advertisements written by the younger members of our office force that are now securing their greatest education in our service. The various viewpoints of these young men are possibly more instructive as well as interesting. Please be sure to read the best four advertisements. The contest will close September 1 and the prizes will be announced September 15.

Wild's Wool Smyrna Rugs

Written by WILLIAM F. SIEGEL



WILLIAM F. SIEGEL

THE Smyrna rug industry is one that is generally talked about among the rug trade, these rugs being very often sold after they had been established in the market. The rug field in this country, manufacturers strive to satisfy a large demand that arises for a cheap Smyrna rug, and, in consequence, many of the rugs now on the market known as Smyrna rugs are merely a cheap grade of rug rug. When these rugs are first cut, however, naturally, the original quality of these rugs was lost, but we refused to follow the example set by these manufacturers, and our Smyrna rugs still retain the excellent quality that gave them first place in the Smyrna field for the last 20 years.

Our well known grades of seed Smyrna, the ASTORIA, ALAHAMBRA and COLUMBIA, are all-wool chenille rugs, seamless and reversible, the COLUMBIA being made only in 10 and 20 inch sizes. The AMOOR rug has a mottled effect, and is made in all the standard sizes. Upon its introduction it was a great success, and is still a favorite with the trade. We therefore placed the PIONEER on the market, this rug being practically the same as the AMOOR, except that it is made with a poser border in many attractive designs. It is made in the 20 inch size only, and is a very inexpensive rug. The increasing popularity of this rug is evidenced by the vast number of repeat orders that have been posted.

The ALAHAMBRA represents the very best in rug making. While it is a wool chenille rug, it is not so popular as the AMOOR, because it can hardly be classed as a rug. It is made in the popular three-tone effects, and in many beautiful pastel shades. It can be made in special colors, special color combinations and special sizes to order, making these rugs very suitable for use in harmonizing with color scheme of any room.

Perhaps we could tell the best materials, and regular prices, are the proudest features concerning our rug line. For the details, address, Wild's Smyrna. Have you our latest color catalogue, containing our various lines with patterns and prices? If so, let us know, and we shall be glad to send you a copy.

JOSEPH WILD & Co.

BOSTON
1140 Summer Street

368-370 Fifth Avenue, cor. 38th St.

NEW YORK

CHICAGO
107-113 W. Adams Street

THE WINNING AD, WRITTEN BY A SALESMAN

Globe-Wernicke *Unifiles*

Steel and Wood

Place a *Unifile* at your elbow, right against your desk and you have your own private secretary to help in the days' work. It can be made up into a combination of different size compartments—places for everything, and everything indexed.

It offers a handy place for the advertising man's stock in trade. It assures orderliness and safe keeping for his correspondence, reference books, catalogs, proofs and the various tools and trophies of his profession.

Globe-Wernicke

Unifiles are great savers of space—ideal for small offices. They are adequate filing systems for young businesses, and permit of unlimited expansion. They are inexpensive, handsome and made both in wood and steel, the latter finished in imitation oak and mahogany.

These units are in standard sizes and are sold by authorized agents in 1500 towns and cities. Where not represented we ship direct, freight paid.

Complete Illustrated Catalog with special literature relative to your business mailed on request. Address Dept. P.D.810.

The **Globe-Wernicke Co.**

Cincinnati / Ohio

Branch Stores: New York, 380-382 Broadway; Chicago, 231-235 So. Wabash Ave.; Washington, 1218-1220 F St., N. W.; Boston, 91-93 Federal St.; Philadelphia, 1012-1014 Chestnut Street; Cincinnati, 128-134 Fourth Avenue. E.

The copy entered in the contest showed forcefulness rather than originality. The ads made plain that the writers regarded their proposition seriously and that they had given the matter a marked degree of study.

Little help was given the dozen young men who tried for the prizes. The copy as it appeared was for the most part spontaneous. On the part of the boys the contest resulted in a new respect for advertising as a factor in salesmanship, and it gave the firm a new point of view on several of its products, as well as a new angle on its young salesmen. The effect of such a scheme in arousing interest in the trade can be readily imagined, if one examines some of the usually cut-and-dried trade advertisements that are so common.

A reproduction of the winning advertisement on "Wild's Wool Smyrna Rugs," a convincing piece of copy, as it appeared in the *Carpet Trade Review*, is shown on the preceding page. Its author is William J. Sieger, of the Wild office force, aged nineteen. All of the advertisements appeared in the regular paid-for space of the Wild company in the trade journals.

PIANO PUZZLES NOT LEGALLY A FRAUD

Judge Carpenter, in the United States District Court at Chicago, decided October 20 that the use of "prize puzzle credit certificates" did not in itself constitute fraud.

The case was that of Samuel E. Moist, a piano dealer, whom the Federal Grand Jury indicted last May for using the mails to defraud in connection with a "prize puzzle" offer. Moist, through his attorney, demurred to the indictment on the ground that the indictment was not sufficiently explicit with regard to the money Moist was alleged to have attempted to procure by fraudulent means. The charge that pianos of "little or no value" were actually sold, was demurred to as vague, and the demurser further stated that the charge that Moist intended to cause persons to spend time and money solving puzzles, visiting his place of business, etc., was not definite.

Judge Carpenter sustained the demur-
rer, thus disposing of the indictment.

SHEEHAN TO THE SIX-POINT LEAGUE

The Six-Point League held the first of its fall luncheons at the Aldine Club, New York, on Wednesday, October 23. M. D. Hunton, of the Hearst organization, was toastmaster and about thirty-five members and guests listened to an address delivered by T. C. Sheehan, vice-president of the Durham Duplex Razor Co., who gave views of newspaper advertising as they appear to a manufacturer.

Mr. Sheehan's talk aimed to induce the newspaper publisher to make his advertising columns more effective as a selling force. He advocated strongly dealer co-operation work carried on by the publisher in behalf of the advertiser and told of his experiences in getting certain newspapers to call upon dealers in an effort to interest them in the advertising he had inserted in those papers. Several influential publishers, Mr. Sheehan said, had gone so far as to arrange window displays with dealers in their cities in return for his purchase of advertising space.

The show windows of the country, Mr. Sheehan said, make one of the greatest avenues of publicity the manufacturer can find, and he urged the publications to carry on campaigns to interest dealers to make their show windows forceful in following up newspaper advertising.

Mr. Sheehan said the newspapers should awaken to their power. Touching on this, he said:

"The daily newspaper is not wise to its power. It is the greatest selling force in existence; but it is a great selling force when it is backed up by the only thing in the world that is worth while—enthusiasm. That is the first word in salesmanship. It is the first word in manufacturing. It is the first and last word in advertising. No man can do anything in advertising without it, and your man on the street or in the office who merely goes out after advertising and puts up his little argument as to the value of his circulation, the quantity of it, etc., is handing out the same old line of 'bunk' that has been handed out for years. I want to tell you frankly that it is a line of 'bunk,' and every good live buyer of advertising is getting to the point where he will not consider it. Advertising has got to have something else back of it. The enormous selling power that it has has got to be proven. The enormous selling power it has can only be proven when the advertising manager becomes enthusiastic not only about his periodical or newspaper, but about the various articles that he advertises from time to time."

The meeting adjourned without comment on Mr. Sheehan's remarks except for a vote of thanks. Mr. Hunton, the toastmaster, however, said that he thought that people had no idea as to how much co-operation of this sort was really demanded of newspapers and of how, in many instances, it was a physical impossibility to comply with the demand.

The Industrious Rich

The "Corn Belt" farmers, owning their farms clear, money in the bank, no debts, and with bumper crops booming to market, certainly are rich. Their wealth is the result of their own industry, enterprise and intelligence.

They keep on the lookout for everything that will help to operate their farms to better advantage or enable them to live more comfortably.

If you are selling anything, Mr. Advertiser, that the "Corn Belt" farmer or his family can use, better ask them to send for your catalogue.

FARM PRESS is reaching more than **325,000** of these Agricultural Barons every month. It is their "guide, philosopher and friend," a persona grata in their homes, and they consult it about their purchases just as they do about their crops.

FARM PRESS will bring your announcements to their attention at the right time and in the right place, but you should act now if you want your full share of their trade this season.

FARM PRESS

Duane W. Gaylord, Adv. Mgr.

CHICAGO

Wm. H. Hogg, Eastern Rep.
225 Fifth Ave., New York

VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR SEPTEMBER

(Exclusive of Publishers' Own Advertising.)

The following figures, with the exception of those indicated by asterisks, are taken from the reports compiled by the Washington Press Bureau.

WEEKLIES.

	General and Class Adv.	Live Stock and Classified Adv.	Total.
*Family Herald & Weekly Star (Montreal)	60,295	24,670	84,965
Breeder's Gazette	39,806	30,374	70,180
Iowa Homestead	47,106	20,062	67,168
Farmer's Mail & Breeze	45,280	10,051	55,331
Hoard's Dairyman	38,875	14,507	53,382
Wallace's Farmer	40,020	12,316	52,336
Kansas Farmer	28,995	9,541	38,536
Farmer & Stockman	29,079	8,422	37,501
The Farmer	31,208	5,790	36,998
Michigan Farmer	33,603	2,331	35,934
Wisconsin Agriculturist	31,528	4,378	35,906
Ohio Farmer	33,327	2,204	35,531
Farm & Ranch	31,203	3,469	34,671
*Orange Judd Farmer	24,545	3,958	28,503
Nebraska Farmer	29,519	3,767	33,286
20th Century Farmer	29,290	2,129	31,419
National Stockman & Farmer	28,038	3,036	31,074
Wisconsin Farmer	28,406	2,189	30,595
Rural New Yorker	27,383	2,475	29,858
Indiana Farmer	23,861	5,639	29,520
Progressive Farmer	23,703	4,992	28,695
Farmer's Review	28,316	116	28,432
N. W. Agriculturist	27,247	711	27,958
Farmer's Guide	20,970	6,749	27,719
*American Agriculturist	21,996	5,422	27,418
*New England Homestead	24,842	2,523	27,364
*Southern Farming	26,992	26,992
*Missouri Ruralist	15,165	11,681	26,846
*Country Gentleman	18,155	3,554	21,709
*N. W. Farmstead	18,636	2,320	20,956
Farmer & Breeder	16,089	4,792	20,881
Practical Farmer	12,818	586	13,404
Iowa Farmer	7,708	114	7,822

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month

SEMI-MONTHLIES.

*Dakota Farmer	27,891	4,543	32,434
Farm & Fireside	27,552	27,552
Farm, Stock & Home	26,765	382	27,147
Kimball's Dairy Farmer	17,141	6,748	23,889
*Farm & Home	23,066	191	23,257
*Southern Ruralist	22,227	905	23,132
Prairie Farmer	20,430	2,262	22,692
Oklahoma Farm Journal	20,265	600	20,865
Nebraska Farm Journal	14,946	2,010	16,956
Southern Cultivator	11,799	1,165	12,964
Farm Progress	12,501	164	12,665
Up-To-Date Farming	11,619	262	11,881
Illinois Farmer	9,369	91	9,460
Home & Farm	6,664	119	6,783
Farmer's Voice	5,855	589	6,444
*Farm Magazine	5,035	181	5,216

MONTHLIES.

Successful Farming	11,166	11,166
Missouri Valley Farmer	10,510	297	10,807
Farm Journal	10,283	66	10,359
*Farmer's Wife	8,922	8,922
Agricultural Epitomist	7,387	164	7,551
*Farm Press	6,464	6,464
Farm Life	5,968	5,968
Farm News	4,499	4,499



All Crop Records Broken!

The most bountiful crop yield in the history of the country has been announced by the United States Department of Agriculture. This information is submitted to the vast army of advertisers who have found the farm field so profitable in the past.

It is also laid before those who have yet to realize that it is the farmer who produces the bulk of the nation's wealth, and that it is also the farmer who intelligently spends this wealth.

5,413,000,000 Bushels

of grain were harvested this year, an increase of 1,146,000,000 bushels or 26.7 per cent. This huge crop means immense business for the country generally, and the bright merchant will seize the ripened opportunity for sales presented by the

Foremost Farm Papers

The only certain method of reaching the farmer is through the farm paper. Costly experience of many years has demonstrated this to all experienced advertisers. And **YOU MUST USE**

"The Million-and-a-Quarter List"

If you desire to reach the **Best Buying Farm Homes of America**, here is the list, read by the farmers, planters, stock growers, dairymen and fruit growers of standing in all sections of the United States:

	Guaranteed Circulation	Line Rate
Successful Farming	600,000	\$3.00
Farm, Stock and Home	105,000	.40
Southern Ruralist	150,000	.75
Kimball's Dairy Farmer	100,000	.50
Fruit Grower and Farmer	100,000	.50
The Gleaner	104,000	.50
Green's Fruit Grower	125,000	.50
Inland Farmer	60,000	.25
Western Farmer	30,000	.15
	1,374,000	\$6.55

J. C. BILLINGSLEA
Western Representative
816 First National Bank Bldg.
CHICAGO

A. D. MCKINNEY
Third National Bank Building
ST. LOUIS, MO.

A. H. BILLINGSLEA
Eastern Representative
1 Madison Avenue
NEW YORK

R. R. RING
Globe Building
MINNEAPOLIS, MINN

EDWARD BOK

The famous editor of an equally famous Monthly
YEARS AGO

used to take a list of titles from his now famous journal, advertise them in the newspapers—and then run the presses overtime to handle sales.

New England Local Daily Newspapers

will do as much for your product if deserving of fame. Everyone worth while reads these local daily newspapers. The local merchants move millions of dollars' worth of merchandise by their daily use.

Make a Test

Here in these six Northern States where there is an abundance of prosperity.

Everyone is working—who wants to work—at good wages and they have a big sum in the bank to draw on if their wage envelope will not cover the cost of what you want to advertise.

These 10 good papers in 10 prosperous cities may be selected with profit to make your test.

Burlington, Vt., Free Press

New Haven, Ct., Register

Waterbury, Ct., Republican

Worcester, Mass., Gazette

Springfield, Mass., Union

Salem, Mass., News

New Bedford Standard and Mercury

Lynn, Mass., Item

Portland, Me., Express

Meriden, Ct., Record

**Recent Decisions of
Interest to Advertisers**

Rights After Expiration of Patent.—In the case of *Yale & Towne Mfg. Company vs. Restein*, 196 F. 176 (U. S. D. C.) it is set forth that at the expiration of a patent any one may proceed to manufacture the article on which the patent existed, and to use with such article an arbitrary name by which it was known while covered by the patent, *provided he use proper care to prevent his goods from being confounded with those of the original manufacturer*. In this particular case it is held that to somewhat change the name and to add the name and place of the new manufacturer is sufficient to avoid unfair competition.

Is It Necessary to Imitate?—In *Lovell-McConnell Mfg. Co. vs. American Ever-Ready Co.*, 195 F. 981 (U. S. C. C. A.) the principle is laid down that where one manufacturer so imitates the details of construction followed by another that confusion in the mind of the public is likely, the infringer may be enjoined, unless, however, the character of the article is such that in order to build up a successful sale the resemblance between the two products must of necessity be close. In other words, the decision recognizes that in producing such a product as Indian canoes, it is not possible for one manufacturer to make his product greatly unlike that of others.

Exact Wording of Letters Important.—A contract had been made for the purchase of a lot of vinegar, and this contract provided that the vinegar should be ordered shipped by the buyer before a certain date. The buyer wired: "Prepare for shipment, balance our contract. See letter following." But the following letter stated that the buyer had not determined just what he would do as to the quantity of two certain grades—would instruct as soon as he could determine. This later advice was never given, and the Court holds that shipment was never really ordered and that the seller was not at fault. *Haynes-Piper Co. vs. Kinney*, 196 F. 362 (U. S. C. C. A.).

Where Offer to Return Payment Was Important.—A seller retained possession in a sale where, after a partial payment, title was passed to the buyer. He did not return, or offer to return, the partial payment when buyer failed to pay the balance due, nor avail himself of any of the remedies open to him. Hence, the seller did not, as a matter of law, rescind the sale. *Wright vs. Frank A. Andrews Company*, 98 N. E. 798 (Mass.).

Find the Faults Before a Year Passes.—A buggy was purchased and the purchaser offered to return it at the end of a year on the ground that the vehicle was not as represented. It was then too late, says the Court in *Spaulding Mfg. Co. vs. Holliday*, 124 P. 35 (Okla.).

The Portland Express

is the only evening newspaper in Portland, Maine.

When you advertise in the EXPRESS your message practically goes into the home of every newspaper-reading family.

The gross circulation now exceeds 20,000 copies daily, and is the largest daily circulation in the state. This is greater than all other Portland dailies combined.

Portland, Maine

Is the largest and the richest city in Maine. Its manufacturing industries are diversified and vigorous. This city is a most important wholesale center, and has an export and import trade that is truly great. Here is an attractive testing ground for your campaign.

JULIUS MATHEWS, Representative.

Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

GETTING TO THE INQUIRER WITH A WINNING PLAN

ONE SYSTEM THAT PREVENTS THE INQUIRY FROM BEING ACCORDED INADEQUATE ATTENTION — TEAMWORK BETWEEN THE OFFICE AND THE SALESMEN THAT MAKES IT PLAIN HOW THE INQUIRER IS BEING ATTENDED TO—ALL INQUIRIES SHOULD NOT BE HANDLED ALIKE

By B. F. Geyer,

Adv. Dept., S. F. Bowser & Co., Fort Wayne, Ind.

It is really startling to see how many good inquiries are thrown away. Months of hard, brain-racking study are given to an advertising campaign, scrupulous care is exercised in the selection of media, weeks of labor expended in writing and arranging copy and illustrations, thousands and thousands of dollars spent for white space, all for the purpose of securing inquiries, publicity and creating a buying desire on the part of the public. You would naturally conclude that the most careful attention would be given to the results obtained from a campaign that had cost so much time, energy and money, but an investigation will disclose almost criminal negligence so far as the disposition of inquiries is concerned. There are just about enough exceptions to this to prove the rule.

I have seen cases, personally, where the inquiries received from advertising were turned over to junior clerks after they had been listed and tabulated by the advertising department. If an inquiry is worth spending time and money to get, then the house is certainly warranted in properly handling it after it is received. *It's a man's job to handle inquiries.* If you intend to handle all inquiries in the same manner, then a boy can do the work as well as a man. Many advertisers make the mistake of forcing all inquiries to conform to the same gauge. Good, bad and indifferent replies are put through the same course. This practice is wrong. You can no more handle inquiries in the same manner and get results than you

can men. What would you think of a salesman who approached each prospect with exactly the same introduction and the same "lingo"? Yet, many think the same principle is all right in handling inquiries. Inquiries should be handled with the same discretion as you would handle a party if he came in person. The sale value of an inquiry decreases with age and the decrease is much more rapid than many of us know. Every inquirer should be made to feel that you appreciate his request and that you are willing to do everything reasonable to give him what he wants.

Here's a plan I have used that works admirably and has fewer objectionable features than most plans. When a prospect or inquiry is received either at the branch or home office, it is given to a clerk who "spots" (locates) it on the map. The county and name of the salesman in whose territory it is located are written on the card or letter. It is then given to a competent correspondent. This correspondent has made up a 3 x 5-inch card, showing the "Name," "Location," "To whom referred," "Source," "Rating," and "Information requested." This card is dated and filed so it will come to his attention at a certain date, say in ten days or two weeks. The original inquiry, with a special form made up in duplicate, is sent to the salesman. The form is used by the salesman in reporting on the inquiry. The original is returned at once by the salesman, stating when he will call on the party. The duplicate is kept until a call is made and the result of his interview is reported on it. In most cases the inquiry is acknowledged by the correspondent and some interesting literature sent. If the salesman is delayed, for any reason, in calling (this information is obtained from the salesman on the form just mentioned) the correspondent will handle the inquiry by mail until the salesman can call unless, of course, the order is received in the meantime. A daily report is made up from the 3 x 5-inch cards before filing, and

this report is sent to the advertising department each evening. This plan avoids the delay occasioned where reports are made from the original inquiries. The inquiries are put through with as little delay as possible and almost always go to the salesman on the same day they are received. If the inquiry is especially urgent, the salesman is wired. This plan permits the handling of inquiries on their merits. We realize that the sooner a salesman can get to a prospect after he has made an inquiry, the better are his chances for a sale. Aside from this fact, quick handling will in many cases eliminate competition.

When orders are received they are checked against this 3 x 5-inch card file and all cards pulled and closed containing the names of prospects that have been sold. A report of these sales is made daily and forwarded to the advertising department.

With this card file the correspondent can keep in touch with the progress of any inquiry. Reports of the salesmen are recorded on the card. If he shows any neglect in following up the prospect, this is called to his attention at frequent intervals. If a salesman can be assisted by a letter from the house, he gets this assistance. If indications show that the sale can be facilitated by bolstering up the salesman's work with correspondence this is done. Nothing is overlooked that will make a sale in the shortest possible time and a prospect is always handled on the basis that it will be a sale. This system not only furnishes a satisfactory means of following prospects, but assists materially in keeping a proper card record in the advertising department.

CHAPIN ACQUIRES SAN FRANCISCO "CALL"

W. W. Chapin, formerly part owner and publisher of the Seattle *Post-Intelligencer*, has taken over the San Francisco *Call*, succeeding Charles W. Hornick, resigned. Mr. Chapin went to the Seattle *Post-Intelligencer* four years ago. C. H. Brockhagen, business manager of the *Post-Intelligencer*, goes with Mr. Chapin to the San Francisco *Call*.

"Has The Selling Power!"

Because

New Haven (Conn.)

is one of the finest cities in all New England. The well-to-do are good buyers as they don't have to count the pennies. New Haven has a great many of these, as more people pay two-cents for the

Register

than pay one cent for any of the other evening papers. The *REGISTER* has by far the greatest evening circulation.

The *REGISTER* will sell more goods through advertising than any other New Haven daily.

The *REGISTER* carries more display than any other New Haven daily, 20 to 30 columns a day more, and three times as much classified—the popular opinion as to value—than any other daily in its city.

JULIUS MATHEWS, Representative.



ROCHESTER

NEW YORK

WE told one of our forty salesmen who lacked enthusiasm, that the general manager would give him a hat if he sent in 50 new subscriptions in a month. The first week he was out he won; and he has sent in 100 a month ever since.

Not Mere Circulation

But a List of Live Buyers Only

You know our salesmen who cover the country sell law books also; visit the offices of our subscribers; meet them regularly, know them personally. Such salesmen waste no time with the inefficient, the non-buyer—they are after the successful men who are in the market for new books. Thus our subscription list is limited to the "good men"—the big buyers in the profession. Monthly paid circulation guaranteed 10,000 and growing.

Good inside positions and 2-color Back Covers for 1913, open for reservation. Write for sample copy and rates.

Trade Marks

Trade Names



Do you use a Trade Mark?

**Do you own the Trade
Marks you use?**

**You should read this book-
let to obtain a definite and
clear conception of Trade
Mark rights.**

A trade-mark is a most valuable business asset. It will pay you to know how such marks are made valuable and why and how they are protected. The registration of trade-marks is explained in this booklet, which gives a thoroughly comprehensive idea of the requirements for registration. The elements of a good trade-mark are fully discussed and many tests to determine the requisites of a desirable trade-mark are given. The booklet is printed in two colors and is illustrated by fifty engravings. Send twenty-five cents to-day for a copy.

Ullman & Co.

Solicitors of Patents
363 Broadway New York

Branch Office
Washington, D. C.

MOST ENGAGING FRANK- NESS

BENJAMIN & KENTNOR CO.

NEW YORK, Oct. 18, 1912.

Editor of PRINTERS' INK:

Yours of the 17th to hand and I have duly perused same.

I am hardly able to form any judgment in regard to the value of PRINTERS' INK as it does not come to my desk, and so I advise my publishers when they question me in connection with same.

IRVING J. BENJAMIN,
President.

If a manufacturer asked his sales manager if he thought an advertising campaign would help the business, and the sales manager replied that he didn't know because he had never tried to find out, something would be about due to drop. If a man asked his lawyer whether he could evict certain undesirable tenants from his property, and the lawyer said he didn't know because he hadn't kept track of court decisions on the subject, how long would it take the landlord to get another lawyer?

The writer of the foregoing letter is metropolitan representative for twenty-five newspapers, including the Albany *Journal*, Charleston *News and Courier*, Ft. Worth *Star-Telegram*, Harrisburg *Star-Independent*, Hartford *Post*, Jacksonville *Times-Union*, Nashville *Banner*, Norfolk *Virginian-Pilot* and the Norfolk *Landmark*, Portland, Ore., *Journal*, St. Louis *Westliche-Post*, *Anzeiger* and *Mississippi Blaetter*, Schenectady *Gazette*, Toronto *News*, and Wilkes-Barre *Record*. When those publishers question him as to the value of advertising in PRINTERS' INK he says he is not "able to form any judgment because it does not come to his desk." Of course it does not "come to his desk," any more than the knowledge of advertising conditions comes to the sales manager, or of legal digests comes to the lawyer without invitation. That which costs nothing is pretty generally worth it.

At first it seemed as though Mr. Benjamin was peeved because he wasn't getting PRINTERS' INK

without cost, by virtue of his position, but his engaging frankness dissipates any such notion at once. If he had been peeved he would have said it was "no good," instead of owing to total ignorance of the subject. As to whether PRINTERS' INK could help the people he represents to more business is a matter of no consequence to him:—he says so himself.

Now differences of opinion can be argued and adjudicated, and something can be accomplished, but the absence of opinion is a hopeless proposition. A veteran advertiser told us this interesting circumstance the other day. He said that when a new solicitor approached him he endeavored to find out early in the conversation whether or not the man was a reader of PRINTERS' INK. If it turned out that the solicitor did not read the leading journal of his own business, the advertiser concluded that the solicitor was not a live proposition and was not worth spending much time on.—[Ed. PRINTERS' INK.]

♦♦♦

CREDIT MEN TO EDUCATE ON CURRENCY

A campaign of "primary" education on banking and currency has been started by a committee of the National Association of Credit Men, a business organization which has a membership of over 16,000. J. H. Tregoe, the secretary-treasurer, said that small pamphlets, giving a simple and concise explanation of the shortcomings of our present system and the need of legislation, would be distributed in large numbers throughout the country. He was particularly anxious to emphasize the fact that the literature to be gotten up would be in the shape of small booklets, designed to give readers a primary education, rather than voluminous pamphlets and books which are too bulky and too advanced in grade to attract the attention of busy merchants. Works prepared under the auspices of the Monetary Commission and by the Citizens' League, said Mr. Tregoe, have not been read, and for that reason are ineffective.

The credit men's committee consists of three business men and two bankers, namely, D. G. Endy, of Artman, Treichler Company, of Philadelphia, chairman; Charles D. Joyce, of A. Colburn Company, of Philadelphia; A. H. Decatur, of Decatur & Hopkins Company, of Boston; O. J. Sands, of the American National Bank of Richmond, Va., and G. W. White, of the National Metropolitan Bank, of Washington, D. C.

*Is, and Should Be, the First Choice
of the Advertiser*

The Evening Gazette

Worcester (Mass.)

Circulation

In excess of 19,000. Largest city circulation. Largest circulation of any evening paper in Massachusetts, published outside of Boston.

This circulation is nearly 90% in the city proper and the other 10% largely in nearby places.

The GAZETTE has the respect and confidence of the people of its city as evidenced by its great growth in the past four years, yet its advertising rate per thousand is the lowest in Worcester.

The GAZETTE carries more display advertising than any other Worcester daily, as it is known that it will produce more sales for a given expenditure than any other paper or combination of Worcester papers.

The GAZETTE is a Home paper that finds a welcome!

JULIUS MATHEWS, Representative.

There are 140 advertisers represented in November

PHYSICAL CULTURE

131 of these 140 advertisers are "come-backs"—that is, they have passed the experimental stage. With them, PHYSICAL CULTURE is an investment—not a speculation.

Come to speculate and you will stay to invest.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHERNS, Manager. D. S. LAWLER, Associate Manager.

Philadelphia Office: Evening Bulletin Building, THEODORE E. ASH, Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy: Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

Advertising rates: Page, \$50; half page, \$25; quarter page, \$12.50; one inch, \$4.20. Further information on request.

JOHN IRVING ROMER, Editor.

New York, October 31, 1912

Stopping Waste In Dealer Literature

A large national advertiser appeals for help through PRINTERS' INK in cutting down the waste of printed matter furnished to dealers but which the dealers never put in circulation. He gives particular point to his appeal by showing that most concerns appropriate a lump sum for "advertising." The cost of dealer helps comes out of the general appropriation. Therefore, the greater the waste of catalogues, booklets, etc., the less money there is for creative work in newspapers, magazines, posters, billboards, streetcars, trade journals, small town publications, farm papers, etc. And as it happens that this particular advertiser is using all of these varied classes of mediums, there ought to be many persons interested in supplying the desired information.

In the first place, there will never be a plan devised, applicable to all concerns, which will automatically reduce the percent-

age of waste to the zero point. If it can be cut down, say 25 or 50 per cent, that will be an achievement worth talking about. In the old days, manufacturers packed their circulars with the goods, so many with each shipment. Some dealers placed these circulars on their counters with a "take one" sign, and in the course of a few days sent those not "taken" direct to the waste-paper bin. That meant a tremendously high percentage of waste.

One advertising manager has worked out the problem in his particular line in this way: Selling through exclusive agents, he conceived the idea that the remedy lay in causing the dealer to become financially interested in the cost of the booklets. So long as they cost the dealer nothing, little wonder they were treated as junk. But how get the dealer to pay for them? A direct charge was out of the question. Along toward fall, he sent a strong letter to his agents proposing a retail selling campaign that would run right up to Christmas. Every three weeks the dealer was to mail to a selected list of local names a facsimile letter on his own letterhead, accompanied by an artistic little booklet. *On his own letterhead*—that was the meat in the cocoanut! The dealers sent to the advertiser packages of their letterheads ready to be printed. Now letterheads cost money. Each dealer knew exactly what they were costing him per thousand. Consequently he did not send the advertiser any more than he actually intended to mail out. Agents who had formerly ordered booklets in 5,000 lots, under the new plan did not call for more than 1,200. But every one of the 1,200 now reached a consumer. For did not the agent have invested in the plan the cost of his own letterheads? No business man wants to junk his own stationery, no matter how prodigal he may be with printed matter paid for by someone else.

The plan worked. A clerk in the advertiser's office was kept busy handling and having form letters printed on letterheads of

dealers all the way from Los Angeles to Portland, Me. The results were so satisfactory from the dealer's standpoint that the scheme was continued for three years, or until its novelty had worn off in that trade.

PRINTERS' INK says:

It is a fine thing to be thoroughly familiar with a subject before talking about it, because then it isn't necessary to talk so much.

For the Man Who Wants "Definite Results" The Welsbach Company recently installed a system of lighting a tennis court with gas, so that devotees of the sport could play the game all night if they chose to foot the bill, and a large city newspaper sent a reporter to get the story.

The latter got his facts all straight, and turned them in to the city editor together with a perfectly good photograph of the tennis court duly illuminated. But the individual who passed around captions for the cuts did not think it necessary to read the story to get a line on so obvious an illustration, and labeled it an *electric installation*—which naturally peeved the sponsors of gas illumination.

The instance only goes to show, of course, the tremendous force of publicity, to get men to thinking a certain way, and the inertia of the human mind, or, in other words, its unwillingness to think any other way. Persistent advertising in a multitude of forms has convinced the rank and file of us that electricity is the up-to-date means of lighting, and we believe that every new development in lighting must have the electric light as its basis. The advertising manager of the United Gas Improvement Company, Philadelphia, in commenting on this same incident, said:

This woke some of us up. Got us to comparing notes. And we became startlingly aware that that editor, who made the mistake in the caption, represents a sentiment. Other things were recalled to mind. Persons had been heard to refer to the high pressure gas arc lights around the main office of the "U. G. I." building, Broad and

Arch streets, as excellent examples of electric lighting. Similar comments had been heard at Eleventh and Market streets. Two men of more than average intelligence had been known to remark that it was odd that the Gas Company should have the interior of its store so profusely illuminated by *electric lamps*. It was a fair inference that many others unquestionably accepted as a fact the thing which these two had erroneously assumed.

The advantage to the electric light people of the existence of such a sentiment is, of course, obvious. It is the advantage which is enjoyed, to a greater or less degree, by a great many concerns in many lines of business. The concern the public thinks of first enjoys the leadership in its line, and the public thinks first of the concern it is most persistently told about.

The man who will not advertise unless he can be shown where it will bring him "definite results" might ponder to advantage the story of the gas-lit tennis court.

PRINTERS' INK says:

Some ads are made to sell the advertiser and some are made to sell goods. There's a difference.

Staff Conferences Dr. Lyman Abbott, in an article in the *Outlook* entitled, "Theodore Roosevelt as I See Him," describes the "conference" system as it is conducted in the editorial office of that efficient publication:

Every week the staff of the *Outlook* meets for conference. We spend between two and three hours in discussing the questions which are to be treated editorially in the next issue of the paper. Every member of the staff is free to express his own opinion and to urge it with all the arguments at his command. The discussion ended, the Editor-in-Chief decides what position the *Outlook* shall take on the question under discussion, and assigns the treatment to some member of the staff who is in sympathy with that view.

In this conference Mr. Roosevelt habitually joins. He shares in the arguments with the other members of the staff; he presents his opinions, but he never attempts to force them. He is a good listener no less than an effective speaker. He asks advice as well as gives it, and is the more influential because he is perfectly ready to be influenced. It is true that, when he has considered a subject and reached his decision upon it, he does not easily change his decision. He is as far from

being vacillating as he is from being headstrong. But it is also true that he is always ready to consider and to take counsel upon the question how best to interpret persuasively to others the conviction which he has formed, and he is always ready to weigh considerations which are offered for the modification of the conviction which he has himself reached. Of course, upon political and international questions his counsels have had a great weight in our conference, but they have not been the final factor in determining the policy of the paper, and he has never desired that they should be. He has always wished, and acted upon the wish, that his conclusions should have the weight which his reasons would give to them, and no other weight. And he has always recognized the principle, and acted upon that principle, that the final editorial authority in the *Outlook* is in the Editor-in-Chief.

The larger the business, the more important it is to have some definite plan for conferences between members of the staff. Such conferences are desirable not merely in determining policies but also in bringing the best thought of the organization to bear upon the solution of baffling problems. In one well-known concern, an important account was on the point of being lost. The department head explained the heroic measures used to hold the customer. It appeared that nothing further could be done, when a junior employee brought up a minor point which everyone else had overlooked but which entered into his routine work. It proved to be the key to the entire situation and saved thousands of dollars for the house. In any large concern where the conference plan is being intelligently handled, there are frequent incidents of the kind.

George J. Whelan, president of the United Cigar Stores Co., said in one of his PRINTERS' INK articles: "Our organization is a 'we' organization. There is no room in it for 'I.' No man can rightfully take the sole credit for any big work. You cannot build an organization without building the other fellow."

Also Charles U. Carpenter, former president of the Herring-Hall-Marvin Safe Co., in an article advocating the "committee system" of government of large organizations published in PRINT-

ERS' INK six months ago said that efficiency depends upon (a) cultivation of a spirit of co-operation, (b) mutual education by free interchange of thought, (c) the cultivation of ambition, (d) a close system of control.

The advertising man is the one who benefits most of all from staff conferences. It gives him a perspective on the business as a whole as well as a grasp of details not to be had in any other way. A selfish motive, therefore, as well as a regard for the welfare of the organization should prompt advertising men to urge the conference system if it does not already exist.

A "Broad-Minded View"

"How is the below for nerve?" writes a newspaper publisher

to PRINTERS' INK. This is the "below":

To THE PUBLISHER ADDRESSED:

The response from publishers of New England newspapers to our request for reading-notice support was instant and generous—as we expected it would be. Most publishers took the broad-minded view that whether or not they happened to be upon the first schedule, orders for which had already gone out, was of little moment compared with the establishing of the _____ Company as a newspaper advertiser.

It is only when newspaper men "hang together" in this way that they will be able to present the same front to the large national advertiser as the magazine publishers now present.

Will you kindly use one or two of the attached notices in your newspaper, and send a marked copy of same to the _____ Company?

Very truly yours,

Advertising Agent.

When the monkey, of classic antiquity, desired the cat to pull his chestnuts out of the fire, he doubtless addressed her somewhat as follows: "Most cats would take the broad-minded view that whether they burned their individual paws or not was of little moment compared with the establishing of the cat tribe as champion chestnut pullers. It is only when you cats 'hang together' in this way that you will be able to sustain your rights to the title. Will you kindly get busy?"

THE OMAHA DAILY NEWS

Largest circulation in proportion to the population of the state and city, of any paper in the United States.

Chicago Representative
C. Da Bertolet
Boyce Building

Eastern Representative
J. F. Antisdel
366 Fifth Ave., New York

*Beginning with the
December issue*



will be published in Garden City and printed by the Country Life Press.

Our sole object in bringing Motor Car, the one publication edited for the owner and driver, East has been to obtain better publishing facilities; to increase the efficiency of our advertising columns by making a stronger appeal to our readers. The size, editorial tendency and control of the magazine has not been changed.

We wish to assure such advertisers who may imagine that we are relinquishing our grip upon the Middle West that a determined effort is being made to **double** our present circulation and influence in this prosperous territory.

The newer and greater Motor Car will be handsomely printed and generously illustrated, and will contain the literature that motoring men and women want; its mission, its editorial policy, its circulation, its readers are **distinctively different** and should never be confused with that of trade and club papers. It is the only paper in its class.

We encourage advertisers to thoroughly investigate the quality and quantity of Motor Car's circulation.

**MOTOR CAR PUBLISHING COMPANY
GARDEN CITY, NEW YORK**

E. H. Patterson, Adv. Director, Majestic Bldg., Detroit.	Chicago	Kansas City
New York		
11 W. 32nd St	1st National Bank Bldg.	Temple Block

HOW TO PREPARE TRADE JOURNAL COPY

REVISIONS OF SEVERAL CURRENT TRADE PAPER ADS—HIGH-GRADE COPY IN THESE JOURNALS HAS UNIQUE ADVANTAGE

By Gilbert P. Farrar.

There is a feeling among prominent advertising men that the average trade paper ad could be very materially improved.

Years ago, trade paper ads were simply business cards. While a great deal of effective work has been done toward changing these business cards into real advertisements, it will take some time yet to make the majority of trade paper advertisers see the error of their way.

A real A-1 ad in a trade paper should be more powerful in its field than a good ad in the general magazines. This is because the good trade paper ad is usually surrounded by many ordinary business card ads.

The group on page 93 contains the old and new. The cards and also the semi-card and semi—"reason why" ads at the top, and a real "reason why" ad at the bottom.

It is quite a representative page of recent trade paper ads and is worthy of a close study to see the changing order in this style of advertising.

The trade paper ad that concerns us most, however, is the one which is neither the card style nor the "reason why" style, but rather occupies a position between the two. In other words, the "mediocre" ad.

It is not the intention of these criticism articles to add to or take from the copy of any advertisement. Rather, they are an attempt to suggest treatments that will make the entire ad *as it stands* more effective.

The copy in the Baird ad (Fig. 1) is very short and very good. But the heading is not strong enough to connect the trade-mark, the machine and the name of the machine *at a glance*.

By changing the position of the trade-mark to that shown in Fig. 2, we balance the wheel on the other side of the machine, we concentrate the blank space and use



FIGS. 1 AND 2—SHOWING THE ORIGINAL AND THE REVISION OF ONE TYPICAL TRADE-JOURNAL AD

this blank space to make known the name of the machine.

The round corners on the ad shown as Fig. 2 should help to make this message more effective.

The cut of the machine should

FIGS. 3 AND 4—A FAIRLY GOOD TRADE-JOURNAL AD REVISED TO EMPHASIZE THE BRAND NAME

really be a trifle smaller and more space given to the copy.

The Piel ad (Fig. 3) shows the reader a picture of a horn for \$18.00. But how would the reader call for this horn at his dealers?

What is the name of the horn?

I agree that the word "Long" is not a real definite name for a horn when the horn is shown short in the picture, but that is not a good reason why the name should not be displayed.

In order to show that the word "Long" is the real name of the horn and not a description of the horn's appearance, I have put this word "Long" in caps as shown in Fig. 4.

Here is a very good study of power of type properly handled. The heading, the horn, the price and the name are brought very close together in Fig. 4. This should make for a quick and easy reading of the ad. The heavier border with more space between type and border as shown in Fig. 4 should help to make this ad neater and easier to read.

Yes, there are faulty ads among those in even the printers' trade papers.

The A. G. Burton's Son ad (Fig. 5) was taken from a printers' trade paper. The headline of this ad is weakened by the use of italic type. Also notice that the ad is

FIGS. 5 AND 6—WEAKNESS IN HEADLINE AND TYPE COMPOSITION REMEDIED IN REVISION

all of one "color." There is no contrast.

An even tone set-up may be very nice for a fine book or a motto card, but it's contrast that

American Foil Company 617-618½ Broadway, New York
Manufacturers of all kinds of **TIN FOIL**
Send us samples of the kind you are interested in.

Hallowe'en Thanksgiving Christmas
Our motto book has arrived, direct, cheap and we are in position to ship to-day if desired.
The designs we are showing this year is really beautiful.
We will be in position to supply you with the latest designs of the 1920-21 calendar to satisfy and we will be
glad to sell it to you for the selling.

On January 1st we will receive in our own and beautiful cars, 1920-21
calendar, when we will always double the space that we have been
offered.

B. SHACKMAN & CO. Favors, 612 Broadway, New York

LEMON ORANGE Concretes
For a moment's refreshment, bring out the bags
of Lemon or Orange Concretes and eat them.
They are delicious.
T. J. BALSAMOFF CO.
Baltimore, Md.

**AMERICA LICKERS
MARSHMALLOW DROPS**
1 New York Street
NEW YORK
AMERICA LICKERS FOR THIRTY YEARS

**The Word Sparrow's
Means Good Chocolates**

The Empress Chocolates: our specialty: are a straight,
honest package of good candy. A variety of rich cream
and nut centers, and a thick, delicious coating.
These goods will sell and result in the most particular people.
Won't you let us offer our proposition?

Boston Confectionery Co.
CAMBRIDGE, MASS.

SHOWING HOW EVEN A MEDIOCRE AD IN
A TRADE JOURNAL STANDS OUT OVER
ITS POORLY DISPLAYED NEIGHBORS

is needed to make an ad. Contrast makes "color" and this "color" attracts.

I do not see that the vignette helps the picture. I have, therefore, tried out the picture in Fig. 5 without the vignette.

The type under the heading and down to the sub-heading in Fig. 5 should be reduced one size, set in a lighter face type and leaded two points to make it lighter in tone. And by making the heading stronger as shown in Fig. 6 we get the snap and "color" that tell the story at a glance.

The cut being fairly heavy in tone requires a stronger border around the entire ad.

All of the ads criticised in this article are above the average and seem to have been started with good intentions.

But a great deal of their power has been lost in the set-up and the changes that will increase their power are very slight.

Where Automobile Advertising Goes

A careful compilation of automobile advertising statistics in general periodicals recently issued by a leading weekly shows that

1. Country Life leads all publications in amount of Electric Automobile advertising.
2. Country Life leads all but the weeklies in total automobile advertising space.
3. Country Life leads all but the weeklies in Automobile Accessory business.
4. The World's Work leads all publications in motor truck advertising.
5. The World's Work is well up among the leading monthlies in total Automobile advertising.

This position was attained on merit in the face of the keenest competition.

**Doubleday
Page & Company**
Garden City, N. Y.

New York Boston Cleveland Chicago

A NEW METHOD OF "WORKING" ADVERTISERS

Editor of PRINTERS' INK:

It may be interesting to some advertisers to learn the particulars of a rather clever, if somewhat questionable, scheme of an individual who has "worked" advertisers in a small way for private gain. This amounts, in fact, to petty fraud, which doubtless could be carried to the courts with a fair chance of convicting the man who evolved the idea.

Some time ago one of our clients received a letter from a "consumer" correspondent, stating that he was consumptive, living near a Colorado city, and as he was in great financial stress, would greatly appreciate it if the firm addressed would send him one of the garments advertised. Enclosed with the letter was the picture of a tent, in front of which was posed the supposed victim of the White Plague.

This appeal, modestly formed by a well educated man, was so effective that the firm in question sent three of the advertised articles, the cost being possibly \$4.50, to which was added 60 cents express prepaid. This was done as a matter of philanthropy, without hope of gain.

Upon their receipt the recipient of the gift wrote a very nice letter of thanks and again mentioned his poverty and illness and suggested in closing that a dollar in currency would be very welcome. His note of mendicancy caused a feeling of doubt as to whether the man was "on the square."

He had referred in his first letter to certain Y. M. C. A. associations. The manufacturer referred to at once wrote to these people and the general secretary of the Y. M. C. A. at Duluth, Minn., replied to the manufacturer's letter as follows:

"Replying to yours of recent date in reference to Mr. _____, of _____, Colorado, until recently I was state secretary of the Y. M. C. A. in that state and had occasion to call on Mr. _____ several times. My impression of him, and especially of his wife, is not favorable. He has systematically written to secretaries of our organization all over the country soliciting help. His letters give the impression that the appeal is personal and not general. A considerable number of association men supplied him with money, in some cases amounts running into the hundreds of dollars. The local secretary, now located elsewhere, was informed of these checks being sent to _____. The latter denied receiving help from outside sources. In some cases he asked men not to let the local association know he was receiving help."

"In addition to this he was systematically canvassing manufacturers of clothing, provisions, etc., asking for assistance. His wife told me their living came chiefly from goods sent them by manufacturers, and then disposed of for the necessities of life. Graphophones, blankets, rugs, a rifle and similar articles were among contributions. Meanwhile Mrs. _____ was wearing expensive diamonds and was considered one of the best dressed women in

_____. They also built a bungalow during the period of his severe illness. He is undoubtedly a very sick man, though improving rapidly last January when I saw him last.

"There are so many cases in Colorado of absolute destitution where gifts would mean very much, that it seems to me a pity to have so much poured in on people who, in my opinion, do not appreciate what they are receiving.

"Mrs. _____'s home is in Chicago and the family have been very wealthy, although they claim to have suffered reverses and are not able to care for their own daughter.

"Trusting this will supply information sufficient for your guidance, I am, "

This occurred to the writer as being a rather original "graft" which, on account of the circumstances, would be rich in results for the originator of this begging idea. From the information at hand it is evident that a large aggregate amount has been secured. In order that other advertisers may be saved the trouble of unmerited gift-making, I am passing this information along for what it may be worth.

W. G. WATROUS,

West. Mgr., Sherman & Bryan, Inc.

WHY THIS DEALER ADVERTISES TRADE-MARKED GOODS

A prominent retail merchant who for twenty years steadfastly refused to advertise the name of any manufacturer, suddenly changed his policy, and now in his daily advertisements there appears in boldfaced type this sentence:

"We sell Famous Holeproof Hosiery which you see so well advertised in the magazines and newspapers."

We wrote him for an explanation of his voluntary change of policy, and this was his reply:

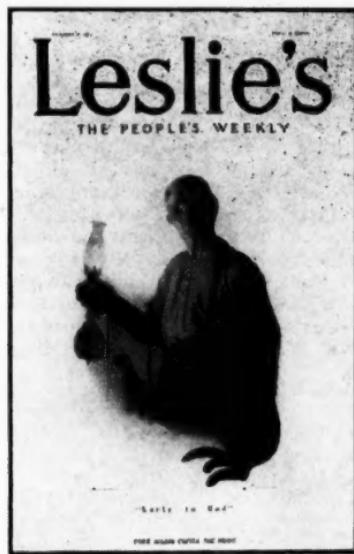
"I am using your name because I want to take advantage of the thousands of dollars you are spending in the newspapers and magazines. I am doing it because you are manufacturing high-grade hosiery, the kind that inspires my respect, and which I can conscientiously recommend to my trade. It is decidedly to my advantage to have people know that I carry Holeproof, and nothing but my stupidity prevented me from doing it years ago.

"Every man knows that the retailer does not do any manufacturing. Why should I attempt to keep up the deception? It is like butting one's head against a stone wall of fact. It avails me nothing, whereas by mentioning your name I am forcing you to advertise my business.

"I am taking advantage of the demand that you are creating, and it is absolutely immaterial to me how much you profit by it, so long as my business and bank account are increasing. The reasons are purely selfish, but they are founded on logical business principles."

—The Hosier (Holeproof Hosiery Co.).

T. H. Fraz' er, formerly with the Chicago Record-Herald, and Memphis News-Seminar, has been appointed manager of foreign advertising of the Manitoba Free Press, Winnipeg.



THE illustrated family weekly newspaper of America, with the prestige of fifty years and more, grows stronger each week with its grip upon its reading public.

The news of the world in picture has a broad appeal which everyone appreciates. Tastes may vary in regard to literature, but a picture is a never failing attraction to all. Man, woman and child alike enjoy with intense interest the pictorial report of the news of the day.

This is the secret of Leslie's family influence. It is unequalled. As a result the circulation is now over 365,000 copies and growing every day.

ALLAN C. HOFFMAN

Advertising Director

225 FIFTH AVENUE
NEW YORK CITY

TRADE-MARKS THAT GET INTO CARTOONS

TRIBUTE PAID BY POLITICAL ARTISTS TO TREMENDOUS FORCE OF ADVERTISING WHICH CREATES NATIONAL INTEREST IN FIGURES SO GREAT THAT THEY CAN BE TRAVESTIED AND UNDERSTOOD

By Charles H. Willard

Thirty million circulation for a set of political cartoons broadly burlesquing your trade-marks and slogan—how much would that mean to you, in dollars and cents?

That is the estimate to date of what the *New York World*, the Democratic press of the country and the Democratic National Committee have done for the "Gold Dust Twins" and their slogan, "Let the Gold Dust Twins do your work!"

The cartoons are the work of the *World's* cartoonist, Macauley, and were run during September and October. There were six of them and they represented President Taft and Colonel Roosevelt as the "Gold Trust Twins" participating in various acts.

They were considered to hit off the situation so cleverly and to compress so much argument and sentiment into limited space and time, that a great many of the Democratic papers all over the country reproduced them. Whereupon it occurred to the Democratic National Committee to give them a thorough circulation. So it wrote many of the papers suggesting that the cartoons be cop-

ied and then took a step nearer efficiency by having matrices made of the cartoons and sending them to any paper that would use them. A total of 271 papers had, up to a week ago, taken the cartoons and are now running them.

"I believe the circulation of the papers running these cartoons will run as high as 5,000,000 a day," says G. H. E. Hawkins, advertising manager of the N. K. Fairbank Co. "Six cartoons on six days—30,000,000."

"No, it is not the same as if we had 30,000,000 in the woman's publications, but the cartoons will be talked over, laughed over and remembered in many homes.



"Of course, we cannot do anything ourselves to make any further capital out of it. Any more on our part might check the golden stream. We simply appreciate and sit tight.

"We believe that this series of cartoons represents the greatest circulation ever given, and the greatest tribute ever paid—to an advertising trade-mark."

Probably no other trade figures have been cartooned so persistently as these "Twins." Mr. Hawkins has dozens of them in a big scrapbook and is adding to the collection monthly and even weekly. "Let the Gold Brick Twins or the Gol-darned Twins or



OUT OF THE SAME DUST
ONE OF THE "GOLD DUST" CARTOONS USED
IN PRESIDENTIAL CAMPAIGN

Some-other-kind-of Twins do your work" is too irresistible a catchism for the average cartoonist to pass up. It is probably the slogan, as much as, if not more than, the figures that sells the idea.

Probably no trade-mark or trade figure was ever designed with an eye to future cartooning. That would be too far a cry. Yet it is evident that the human adaptability of the "Gold Dust Twins" is the very thing that has made them a shining mark for the political cartoonist. If they had been serious and practical they would not have caught the fancy of the cartoonist or the public.

The same thing holds true of the "Old Dutch Cleanser" figure. If it had not been slightly exaggerated it would not have caught the fancy of the public and *Puck* would not have been inspired to make use of it on its front cover,

Report To Government

THE EVENING TIMES

Pawtucket, R. I.

—in its report filed October 1st with the U. S. Post Office, The Times certified, with other information required, to a net paid daily average circulation of

20,090

copies for the six months preceding.

The Times is the only daily newspaper published in Pawtucket. Pawtucket is the second city in Rhode Island.

All conditions here approach closely the 100 per cent efficiency mark sought by general advertisers.



"Willie," called his mother, "have you got your shoes on yet?"

"Yes," replied Willie, "all but one."

The advertiser who is using every good medium but one, is only half through, if that one is Farm and Fireside.

The great buying public, reached by Farm and Fireside, could easily be half of his business. The farmer is the paying, prosperous customer, right now; and the most prosperous and best-paying ones are among the half a million who read regularly and act upon the editorials and the advertising in

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

metamorphosed into Colonel Roosevelt, with the familiar slogan beneath—"Chases Dirt!"

There have been a great many instances of this sort, as PRINTERS' INK has many times recorded. Pears' Soap has contributed more examples perhaps than any other one product. Its baby in the bathtub who "won't be happy till he gets it," has been widely used. Half a dozen presidential campaigns and any number of other political contests have seen cartoon changes rung on "You dirty boy!"—a Pears' contribution. Still another Pears' ad that has carried grist to the cartoon mill is that of the tramp who used Pears' Soap a number of years ago and hasn't "used any other since."

"Jim Dumps" and "Sunny Jim," the Force figures, and Sapolio's "Spotless Town" pictures and jingles have been familiar material for the comic corner. Only a short time before President McKinley was assassinated, *Judge* used the Omega Oil poster with the geese, the legend being changed to "McKinley Oil" and a number of political testimonials being added at the bottom.

There have been countless cases of sporadic and local appearances like these, which mean nothing in particular to the advertiser's pocket. When the cartoonists' art does actually and happily seize upon some nationally advertised and well-known trade-mark or trade figure, and scatters it broadcast by the millions, the resulting publicity must have a very substantial value to the advertiser.

INJUNCTION ISSUED IN STREET CAR CASE

The suit filed by the Chicago & Western Indiana Railroad protesting against the recent legislation passed by the Chicago City Council prohibiting advertising in street cars, is occupying the attention this week of Judge Baldwin, of the United States Circuit Court, who has granted an injunction restraining the city from putting the ordinance into effect. The outcome of the final hearing is being closely watched by advertising men, who expect that the law will be declared unconstitutional.

George A. Simms, Louis F. Beauvais and Gilbert Edge have formed the Simms-Beauvais Advertising Agency at New Orleans, La.

The Little Schoolmaster's Classroom

There's an art in making up pages of advertisements just as there is an art in doing every other thing that is worth while.



AN UNFORTUNATE COMBINATION

If two advertisements of the same general style of display are placed side by side, or one is placed immediately over the other, the distinctiveness of the display is lessened. There is no contrast, and contrast is always one of the prime elements of display. On the other hand, if an all-type advertisement is placed next to an advertisement that is mostly illustration, the contrast helps both.

The magazine page here reproduced, showing the Krementz quarter-page below the Colt three-quarter page, is an unfortunate combination. The grayish tones unite as if the entire page were one advertisement, and the Krementz advertisement suffers. If the grille-work and half-tone background of the button adver-

tisement were replaced by the simple, strong black-and-white treatment that has characterized many Krementz advertisements, the effect would be vastly superior anyhow. The Schoolmaster is hopeful that some day he may see an advertisement that is actually improved by fancy-work borders and muddy background, but so far he hasn't run across it.

* * *

This "Doing Stunts" advertisement is not so much of a stunt after all, but a simple and effective way of showing the perfect workings of a fountain pen. After all, we do not have to have a

Doing Stunts!

with
**Waterman's
Ideal
FountainPen**

The Pen that will respond to every call. Try these

A WIGGLE



A SCRIGGLE



A GLIDE



AN UPSTART



A DASH, A TICK



THE MOST COMPLICATED FLOURISH



When once suited to your hand Waterman's Ideal will never fail you. You can depend upon it.

Ask that we see them. Avoid substitutes

From all the best stores

L. E. Waterman Company, 173 Broadway, N. Y.

COPY THAT DEMONSTRATES

tremendous event as a basis for a good advertisement. Often the most effective starting point is some little incident or quality that makes itself felt in the day's work.

The professors of the colleges and universities are always interesting when they tackle the subject of advertising, because most of the time their conclusions are

The Schoolmaster regrets that both of the advertisements commented on cannot be reproduced here. The Staunton School advertisement here shown is not the



Staunton Military Academy

An Ideal Home School for Manly Boys

380 Boys from 45 States last session. Largest Private Academy in United States.

Boys from 10 to 20 years old prepared for the Universities,

Congressional Academies or Business.

1,000 feet above sea-level: pure, dry, bracing mountain air of the famous proverbially healthy and beautiful Valley of the Shenandoah. Pure mineral spring waters. High moral tone. Parental discipline. Military training develops obedience, health, manly carriage. Fine, shady lawns, expensively equipped gymnasium, swimming pool, athletic park. All manly sports encouraged. Daily drills and exercises in open air. Boys from homes of culture and refinement only desired. Personal, individual instruction in all manual systems. Standards and traditions high. Ages 10 to 20 years old. Net \$12,000 boarders, full equipment, absolutely fire-proof. Charges \$10. Handsome catalogue free. Address,

CAPTAIN WM. H. KABLE, A. M., Principal, Staunton, Va.

SHOULD COPY OF THIS NATURE SUGGEST ACTION?

reached by orderly, entertaining and logical processes of reasoning. But occasionally they get into the twilight zone and attempt to lay down rules that experienced advertisers are unwilling to accept as sound. Professor Stephen I. Colvin has an article in a recent number of the *Independent* with the title of "The Mistakes of Advertisers," in which, the Schoolmaster is bold enough to aver, the Professor has made a few mistakes himself.

"Not more than one-fifth of advertisements are thoroughly effective," says the contributor to the *Independent* in the early part of his article, but he does not explain how he arrives at the proportion.

Further on, says Professor Colvin: "A picture that does not suggest action has, as a rule, much less value. Compare the two advertisements of military schools in the accompanying list of illustrations, and you will at once see the possibility of suggesting action by means of a picture. The Culver Academy ad is activity itself; it expresses the fighting spirit and thus makes a strong appeal to one of the most fundamental of human instincts. The Staunton Academy advertisement, on the other hand, while in other respects well executed, lacks the spirit that characterizes its rival."

exact piece of copy used as an example in the *Independent* article, but the principal difference is that the piece of copy exhibited by Professor Colvin has two crossed swords back of the picture of the manly boy; the face of the boy is the same as that in the advertisement here. The Culver Academy advertisement has a live illustration of five boys in uniform firing over a wall, their faces being turned away from the reader. There is no question about the Culver Academy advertisement suggesting more action than the Staunton School copy, but who is bold enough to rush in on this delicate ground and declare, as Professor Colvin intimates, that the Culver advertisement is more effective as a producer of students? The face of the lad used in the Staunton advertisement is remarkably well suited to the purpose. Half a dozen or more of the military schools have used faces of young men in their advertisements, but none have the character, "the atmosphere" of this manly boy. Who will say that the force of this illustration is less than the force of the more military scene? If pressed for an opinion the Schoolmaster would be inclined to plead for time and to interview the two advertisers!

We Need Salesmen

If you wish to sell a safe, reliable investment; to work for a strong corporation, composed mainly of Philadelphia and New Jersey bankers; to sell an investment that is conservative and non-speculative; if you can get responsible people to certify to your good character and ability, **we need you.** We pay the highest commissions and give exclusive territory to men who are **willing to work hard.**

Railroads are opening to development thousands of square miles of prairies, mountains, forests, mineral, agricultural and grazing lands in the Northwest—bringing into existence thousands of hamlets and villages. Hundreds of these will become cities—some of them Omahas, Denver, Seattle.

We own choice building lots in **seventeen** of the most carefully selected and rapidly growing of these young cities—bright towns, safe for investment. Our plan is to sell five building lots—one in each of five of these prospective great cities (one in each of five different states, if desired) for a total of \$725, on easy monthly payments. This is the safest possible investment—insurance!

We give highest banking references. Our plan appeals only to conservative investors of small means. Write us, giving references.

NORTHWEST TOWNSITE CO.
308 Chestnut St., Philadelphia, Pa.

A SMALL-TYPE AD OF LIKELY POWER

"The type in particular should be clear and sufficiently large to be easily read. Fine print should never be employed"—declares Professor Colvin. Did the Professor ever hear of that medical advertiser who ran the same series of advertisement in small type and in nice large type and who found that the less readable advertisements produced much better results? Does he think that the Northwest Townsite advertisement here reproduced, with its pertinent headline of "We Need Salesmen," will be skipped because the body type is small and solid-looking? Does he not know that some of the best pullers among small mail-order advertisements are set in very small body type? The argument of this educator would seem logical but for the abundance of proof that various classes of small-type advertisements are read closely by those whom the advertisements are designed to interest.

Finally, says Professor Colvin: "The greater the news value of the paper the less its advertising

Rapid Electrotype Company of Canada Montreal

Our plant—equipped with the most modern American machinery—possesses every facility for producing the highest grade of work—"Plates that print and wear."

Our staff is representative of the best skill and brains in the business,—men who have made their reputations in the United States.

Perhaps you didn't know this?

Write For Prices

Schoolmaster believes that it is a style of copy that will grow. In the first place, conversation looks attractive typographically. The stories that begin with conversation, or that have good conversation sprinkled along in them, look more interesting than the prosaic style of text. In the second place, conversation permits the writer to go straight to the mark in good plain English. The style is natural, if handled well. Sometimes it isn't handled well. It is difficult to put the criticism into words, but somehow the Apollo advertisement does not strike you as being natural. The "Pa" in the picture doesn't look like the style of Pa who would tell a story to the kiddie; he looks more like the young college man who is going to graduate next June and who is home for the holidays, wearing an Arrow collar and a Kuppenheimer suit. Anyhow, who is going to adopt the suggestion to put baby on his knee and tell him "this story to-night"? It has been pointed out that there is a wonderful psychological appeal to this advertisement, but the Schoolmaster can't figure it out.

Declined Applications

About 15 per cent of all applications for Life Insurance are declined. A large percentage of the rejected can obtain insurance in strongest companies. I am a specialist and have saved clients thousands of dollars.

J. A. STEELE, 430 W. 118th St., NEW YORK

S L I D E S
 L The Advertisement Slides used in Moving Picture Theatres are the best of *Silent Salesmen*.
 I Information pertaining to same cheerfully given by
 D **NORTH AMERICAN SLIDE CO.**
 E 23 N. 9th St., Phila., Pa.
 S L I D E S

I Want to Break Into the Advertising Line

In exchange for an opportunity to help someone,—and learn thereby,—I'll give this:

Two hours' time every evening.
 My talent for clear, convincing writing.
 My ability in sketching.
 Who can use me?

Write W. L., 203 W. 119th St., N. Y. C.

A FLAT RATE A FIXED RATE A REASONABLE RATE

What more could be asked of the best paper in any city? South Eastern Massachusetts is densely populated by intelligent, reading, prosperous people. It pays to reach them. Why not use the newspaper most likely to help your trade? Published in the Great Shoe City of the World—The

Brockton Enterprise

Established 1880



**EVENINGS
 FLAT RATE**

35 CENTS PER INCH

**CIRCULATION 13,000
 POPULATION 60,000**

We Help You to Sell in Canada

We have specially good facilities for the manufacture, storage and distribution of proprietary articles.

We have a large, modern, well-lighted, cleanly factory building in the heart of Toronto's manufacturing district and are already representatives of many of the best known proprietaries now operating in Canada.

We are also in a position to give you competent advertising advice and service.

Let us make you a proposition.

CANADA REPRESENTATIVES, Limited
 193-195 Spadina Avenue TORONTO

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.



We believe that \$1,000 well spent will make more sales and build more reputation than \$5,000 let fly at random. Many of our clients spending thousands today started with modest appropriations. If interested, write on letterhead for Portfolio of Proofs.

HELLER-BARNHAM, Essex Bldg., Newark, N. J.

ADVERTISING MEDIA

THE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the **New York World**, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

FOR QUICK RESULTS use the **DENVER WEEKLY POST**. Guaranteed paid circulation over 100,000. The largest circulation of any newspaper published between the Missouri River and the Pacific Coast. Classified ads. 3c per word. Cash with order. Display advertising, 20c per line, \$2.80 per inch flat. Sample copy sent on request.

CLASSIFIED

Advertising placed in all Newspapers and Magazines at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad. for quotation. Agencies not handling Classified should write for proposition. Our magazine "Advantageous Advertising" free on request. THE ARKENBERG-MACHEN CO., 235-5 Nasby Bldg., Toledo, O.

AD. WRITERS

ARTIST and WRITER. Form Letters, Booklets, Catalogs, ads written by practical advertising man having actual selling experience. Designs and Illustrations for Covers, Borders, Trade Marks, etc., by experienced artist. **ALFRED WONFER**, 31 Clinton St., Newark, N. J.

COMMERCIAL ARTIST

DESIGNS for catalogue covers, borders and advertising illustrations. Booklets illustrated. Sketches submitted. **HAROLD OLDROYD**, 2119 Bainbridge St., Philadelphia, Pa.

HELP WANTED

WANTED BY TRADE JOURNAL—classified advertising and subscription solicitor acquainted with New York City automobile trade. State experience, reference and salary wanted. Address, Box 375, care of Printers' Ink.

CIRCULATION MANAGER

wanted for best paper in Eastern city 125,000. One who can and will produce results. Address promptly and fully, **RESULT GETTER**, Box 377, care of Printers' Ink.

EXPERIENCED advertising solicitor for established export monthly. Appeals to manufacturers, banks, insurance companies, etc. Absolutely high class circulation. Liberal commission. **Exporters' Review**, 80 Broad St., N. Y.

NEW YORK DAILY wants Classified Advertising Manager, able to get business by circular and form letter, ambitious and hard worker. Send samples of your work. Give experience in detail and salary expected. Box 387, care of Printers' Ink.

WANTED—Leading publisher in very broad class journal field has permanent and profitable opening as advertising solicitor for man looking for chance to demonstrate his energy and producing ability. Good education and address essential. State qualifications and selling experience. **G. F.**, Box 382, care Printers' Ink.

MAIL ORDER MAN with experience and ability who wants good position wherein he may graduate himself to the \$5,000 class. Give full particulars by letter; mention starting salary expected. Interview not given except by arrangement. Reliable medical lines. Correspondence strictly confidential. **WILLIAM E. SCOTT**, 1269 Broadway, New York.

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Wanted—Intelligent Typist, capable of developing into assistant manager, as secretary or manager of national advertising medium, office New York City. Girl with advertising office experience preferred. State age, present employer, experience, references and salary expected to start. Applications confidential. Apply in writing to Box 386, care Printers' Ink.

Rate Man and Space Buyer

Wanted for small, growing Chicago advertising agency; knowledge of bookkeeping and office management required. A splendid chance for a young man with the right punch, get there and brains. Correspondence confidential and returnable. Box 380, Printers' Ink.

Wanted— Technical Copy Writer

Good opening for an experienced copy writer on the advertising staff of publisher of three leading technical publications. Must like to write and have a thorough understanding of technical products and their selling points. Advertising experience necessary. Technical graduate preferred.

This is a real job with fair salary to start and plenty of opportunity ahead for man who makes good. Location, New York City. Address, Box 384, Printers' Ink, New York.

MAILING LISTS

PACIFIC COAST, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

POSITIONS WANTED

THOROUGHLY EXPERIENCED advertising solicitor whose ability has earned over \$22,000 per annum on commission basis, desires position with large house. Box 385, care of Printers' Ink.

Solicitor : Successful in one of the hardest fields known in advertising, desires a change. Either trade or class publication. Particulars on request. "388," care Printers' Ink.

EXPERIENCED manager and solicitor familiar with advertising detail, capable correspondent, desires position as office manager, assistant or other inside connection with newspaper, magazine or commercial concern. Box 386, care of Printers' Ink.

ADVERTISING ASSISTANT

desires position, mercantile or advertising house; well versed in all branches of magazine and catalogue advertising; good art and printing critic; also proofreader. **J. S. EDELSTEIN**, 76 East 119th Street, N. Y.

SUCCESSFUL SALESLADY, experienced in securing sales from busy business men. Talks convincingly and with enthusiasm. Desires employment as specialty salesman, demonstrator or crew manager. Excellent references. Box 378, Printers' Ink.

MY name is "Starch." You have heard of me before in these columns and are likely to again. I am a writer of advertisements and letters. My style is simple but I know how to make a point. Young man. Small salary. "STARCH," Box 344, care Printers' Ink.

YOUNG man with natural mechanical ability seeks position in advertising department of manufacturing concern. Experienced with catalogs, booklets, mediums, type, cuts, etc. Producer of strong copy. Artistically inclined. Tactful correspondent. College trained. General business experience. Reasons for changing will be imparted to those meaning business. Central New York preferred. T, Box 383, Printers' Ink.

Trade Paper Man

with 17 years' all-around experience, at present Business and Advertising Manager of several trade publications, desires to make a change for **very excellent family reasons only**. Have had soliciting experience in all large cities east of Chicago and St. Louis. Capable of taking **entire charge** of trade or class publication or managing branch office. Box 327, care of Printers' Ink.

Publicity Manager

with natural aptitude and varied experience is, for personal reasons, giving up present substantial position end of this month. Particularly well qualified, as shown by record, to make mail business effective. Author of "Avoiding the Dead Level in Form Letters" in Sept. 26 Printers' Ink. Age 33; married; Harvard A. B. '01. Boston vicinity preferred. Address, "H. P." Box 379, care of Printers' Ink.

Seasoned Advertising Man

Open for change. Age, 32. Twelve years' experience, both mail order and retail. Six years with Chicago's most successful mail order house. Several years advertising manager for chain of retail stores. Now director of advertising, sales, correspondence, catalog and printing departments. Writer of sales producing copy, catalogs, circulars and form letters. My practical knowledge of printing, paper, engraving, etc., saves my firm \$15,000 per year. My practical advertising experience enables me to analyze your selling propositions—am past the experimental stage. Address, "PRACTICAL," Box 381, care of Printers' Ink.

Mr. Publisher

READ

THINK

DECIDE

If you knew a man, 35, married, with a good education, 15 years' all around trade paper experience, who understands the principles of general advertising, types, layouts, etc., and who has made subscription building a specialty, could you make use of his services at a reasonable salary if he can substantiate his references as to character and ability? If so, let him hear from you. At present he is holding a responsible position, but seeks a larger field. Address, Box 376, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

SEE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

Portland, Evening Express. Average for 1911, daily 17,628. Sunday *Telegram*, 12,018.

MARYLAND

Baltimore, News, daily. News Publishing Company. Average 1911, 75,626. For Sept., 1912, 73,648.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, Globe. Average circulation,

Daily (2 cents a copy)

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Sunday

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2,227,821 lines more than any other Boston paper published.

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Lynn, Evening Item. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1911, 18,871.

Worcester, Gazette, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Guaranteed circulation 80,000.

★ *Jackson, Patriot*, Aver. year, 1911, daily 10,368; Sunday, 11,218. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,887.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1911, 165,735.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Journal Every

evening and Sunday (©©). In 1911 average daily circulation, 60,000.

Sunday circulation, 82,203. Daily average circulation for Sept., 1912, evening only, 82,045. Average Sunday circulation for Sept., 1912, 84,530.

CIRCULATION *Minneapolis, Tribune*, W. J.

Murphy, publisher. Established 1867. Oldest Minneapolis daily

Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,556. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,094; Sunday *Tribune*, 109,513.

by Printers' Ink Publishing Company

1911, 109,513.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1911, 128,829.

NEW JERSEY

Camden, Daily Courier, covers Southern New Jersey. 10,410 daily average 1st 9 mos. 1912.

Camden, Post-Telegram. 10,415 daily average 1911. Camden's oldest daily.

Trenton, Evening Times. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,063; '10, 19,338; '11, 20,118.

NEW YORK

Albany, Evening Journal. Daily average for 1911, 18,381. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo, Courier, morn. Ave., 1911, Sunday, 97,764; daily, 50,268; *Examiner*, evening, 53,891.

Buffalo, Evening News. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe Largest high-class evening paper sold for cash. Net cash daily average, Oct. 1st, 1911, to Sept. 30th, 1912, 127,713. A. A. A. and N. W. Ayer & Son certificates.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Union Star, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. *Utica, National Electrical Contractor*, mo. Average for 1911, 2,628.

NORTH CAROLINA

Charlotte, News, only Evening and Sunday paper in two Carolinas. The *News* leads.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1911: Daily, 98,129; Sunday, 125,192. For Sept., 1912, 110,742 daily; Sunday, 136,451.

Youngstown, Vindicator. 1c' av., '11, 16,422. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, Times, daily. 21,606 average, Sept. 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, The Press (©©) is Philadelphia's Great Home Newspaper. Besides the *Guarantee Star*, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 85,563; the Sunday *Press*, 174,272.

Washington, Reporter and Observer, circulation average 1911, 12,823.



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THE Minneapolis *Journal*, every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cashorder one cent a word, minimum, 20 cents.

THE *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.

NEW YORK

THE Albany *Evening Journal*, Eastern N. Y.'s best paper for Wants and Classified Ads.



THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown *Widener*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

ALABAMA

THE Mobile *Register* (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

THE Evening and Sunday *Star*. Dy av. 1st 4 mos. '11, 64,154. (○○) Delivered to nearly every home.

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville Courier-Journal (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (○○).

Boston Evening Transcript (○○), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (○○) is THE advertising medium of Brooklyn.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,000 weekly. MCGRAW PUBLISHING CO.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

New York Herald (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (○○). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York Times (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (○○), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The Press (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence Journal (○○), only morning paper among 600,000 people.

TENNESSEE

The Memphis Commercial-Appeal (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

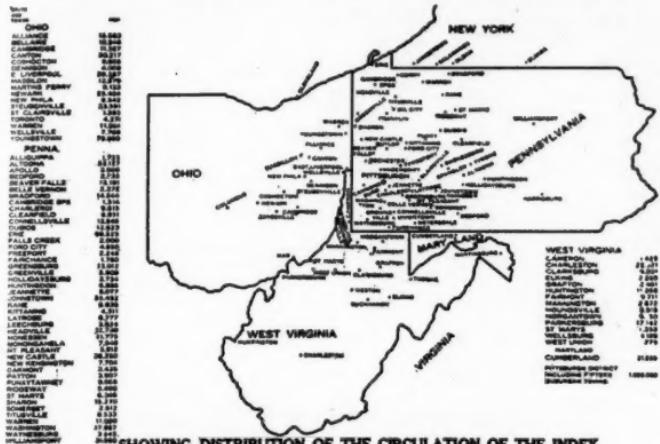
The Milwaukee Evening Wisconsin (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

The Guarantee as a Factor in Advertising.....	<i>Mac Martin</i>
Post Card Canvass to Find Whether Man or Woman Buys.....	<i>Howard V. O'Brien</i>
Flanders to Head U. S. Motor Co.....	
Selling Your Goods by Founding an Industry.....	<i>Paul T. Cherington</i>
Repulsing the Good-Will Pirate.....	<i>W. E. Humelbaugh</i>
	<i>Adv. Mgr., Genesee Pure Food Co.</i>
Death of David L. Taylor.....	
Modern Problem Is Efficiency in Management.....	<i>Harrington Emerson</i>
Making the Catalogue Pay—I.....	
Parcels Post Requirements That Concern Advertisers.....	<i>Special Washington Correspondence.</i>
The Legal Protection of Advertising Ideas.....	<i>Edward S. Rogers</i>
The "Big Store" and Advertised Goods.....	<i>Roy W. Johnson</i>
Official Interpretation of Postal Law.....	
A Word About Solicitors.....	
Scientific Advertising—How Soon?.....	
Advantage to Advertiser of Private Printing Plant.....	<i>Frederick Arnold Farrar</i>
	<i>Adv. Mgr., Adams & Elting Co.</i>
Should We Love Our Competitors?.....	<i>Frank Anderson</i>
	<i>Adv. Mgr., Barcalo Mfg. Co.</i>
An Advertising Contest to Secure Salesmen's Co-Operation.....	
Volume of Advertising in Leading Farm Publications for September.....	
Recent Decisions of Interest to Advertisers.....	
Getting to the Inquirer With a Winning Plan.....	<i>B. F. Geyer</i>
	<i>Adv. Dept., S. F. Bowser & Co.</i>
Most Engaging Frankness.....	
Editorials.....	
	<i>Stopping Waste in Dealer Literature—For the Man Who Wants</i>
	<i>"Definite Results"—Staff Conferences—A "Broad-minded View."</i>
How to Prepare Trade-Journal Copy.....	<i>Gilbert P. Farrar</i>
Trade-marks That Get Into Cartoons.....	<i>Charles H. Willard</i>
The Little Schoolmaster's Classroom.....	

THE INDEX

Dominates This Territory



Here is Some Information for You Automobile Men. THE INDEX COMPANY publishes, in addition to THE INDEX, weekly, a yearly "bluebook" known as "Prominent Families," which includes *every family* of Social Prominence in Pittsburgh and in a large number of towns in surrounding territory.

THE INDEX is sold largely in combination with this "bluebook," which is a handsomely-bound volume, \$5 a year. A strict analyzation shows that a large percentage of these Prominent Families own automobiles, and constitute a strong, virile buying power.

There are very few "Prominent Families" in this territory that miss reading THE INDEX weekly.

We cover a rich, wide area Intensively. This territory contains the highest per capita wealth and BUYING POWER in the world. The payroll of Allegheny county *alone* amounts to \$364,000,000 a year—almost A MILLION DOLLARS A DAY!

THE INDEX COMPANY

Publishers

Farmers Bank Building

Pittsburgh, Pa.

Walter C. Kimball, Inc.,
Foreign Advertising Managers,

1 Madison Ave.,
New York, N. Y.

6 Beacon St.,
Boston, Mass.

14 Washington St.,
Chicago, Ill.



**Two heads, in advertising, better than one.
Yours for conditions, the detail—trade reasonings, etc.
Ours for the place—the word pictures—the eye-catcher. And to depict the pleasure—the usefulness—the convenience—the economy.**

We are looking for "more friends"—people who make good goods to which we can couple our good advertising methods. The year 1913 is heralded as the year of great plenty. If we can be of service this is the moment for consideration. We are always ready to confer, and tell you plainly what we think!

ALLEN ADVERTISING AGENCY
141-145 WEST 36TH STREET
HERALD SQUARE BUILDING
NEW YORK

R. S. V. P.

We publish a little monthly book called "Footprints"—it contains the advertising experience and practice of a lot of active advertising men. You can get on the free list by just sending your request and address on a postal.